

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 22, 1984

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	21.2	17,770
2	ALL STAR BASEBALL GAME(S)	20.1	16,840
3	ABC WEDNESDAY NIGHT MOVIE#	17.2	14,410
4	A TEAM	15.8	13,240
5	TRAPPER JOHN, M.D.	14.9	12,490
6	ALICE	14.1	11,820
7	HILL STREET BLUES#	14.0	11,730
7	60 MINUTES	14.0	11,730
9	NBC SUNDAY NIGHT MOVIE	13.7	11,480
10	RIPTIDE#	13.6	11,400
11	SIMON & SIMON#	13.4	11,230
12	REMINGTON STEELE#	13.3	11,150
13	FACTS OF LIFE#	13.2	11,060
14	ALL STAR BASEBALL PRE GM(S)	13.1	10,980
15	CHEERS#	13.0	10,890
15	MAGNUM, P.I.#	13.0	10,890
17	LOVE BOAT	12.9	10,810
18	FANTASY ISLAND	12.7	10,640

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	15.7	34,490
2	ALL STAR BASEBALL GAME(S)	12.9	28,500
3	A TEAM	11.0	24,280
4	NBC SUNDAY NIGHT MOVIE	10.6	23,320
5	HILL STREET BLUES#	9.9	21,780
6	TRAPPER JOHN, M.D.	9.7	21,350
7	REMINGTON STEELE#	9.7	21,300
8	SIMON & SIMON#	9.5	20,910
9	ALICE	9.4	20,750
10	KNIGHT RIDER	9.4	20,710
11	ABC WEDNESDAY NIGHT MOVIE#	9.3	20,570
12	CHEERS#	9.3	20,480
13	LOVE BOAT	9.2	20,170
14	RIPTIDE#	9.1	20,010
15	FAMILY TIES#	8.8	19,470
16	TV BLOOPERS & PRAC. JOKES	8.7	19,070
17	FACTS OF LIFE#	8.4	18,440

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	19.5	17,060
2	ABC WEDNESDAY NIGHT MOVIE#	13.3	11,600
3	TRAPPER JOHN, M.D.	12.2	10,710
4	NBC SUNDAY NIGHT MOVIE	12.1	10,580
5	HILL STREET BLUES#	11.6	10,150
6	ALICE	11.3	9,900
7	CHEERS#	11.2	9,760
8	A TEAM	11.0	9,620
9	ALL STAR BASEBALL GAME(S)	10.9	9,570
10	REMINGTON STEELE#	10.8	9,450
11	NIGHT COURT#	10.3	9,050
12	LOVE BOAT	10.3	9,010
13	FAMILY TIES#	10.1	8,820
14	MAGNUM, P.I.#	9.9	8,630
15	60 MINUTES	9.8	8,530
16	ABC SUNDAY NIGHT MOVIE#	9.6	8,420
17	KNIGHT RIDER	9.5	8,330

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL STAR BASEBALL GAME(S)	18.6	14,700
2	MISS UNIVERSE PAGEANT(S)	12.7	10,000
3	ALL STAR BASEBALL PRE GM(S)	11.1	8,770
4	A TEAM	10.2	8,010
5	SIMON & SIMON#	10.0	7,890
6	HARDCASTLE & MCCORMICK#	9.8	7,730
7	NBC SUNDAY NIGHT MOVIE	9.7	7,660
8	60 MINUTES	9.5	7,510
9	USFL CHAMPIONSHIP GAME(S)	9.4	7,420
10	ABC SUNDAY NIGHT MOVIE#	9.1	7,140
11	ABC WEDNESDAY NIGHT MOVIE#	9.0	7,080
12	HILL STREET BLUES#	9.0	7,070
13	MAGNUM, P.I.#	8.3	6,520
14	RIPTIDE#	8.1	6,410
15	MOVIE OF THE WEEK-FRIDAY	8.1	6,380
16	REMINGTON STEELE#	8.0	6,320
17	20/20#	7.7	6,100
18	TRAPPER JOHN, M.D.	7.5	5,910
19	RIPLY'S BELIEVE IT-NOT	7.4	5,810

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(I)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 22, 1984

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	18.9	10,370
2	NBC SUNDAY NIGHT MOVIE	13.5	7,440
3	CHEERS#	12.2	6,700
4	HILL STREET BLUES#	12.1	6,650
5	ABC WEDNESDAY NIGHT MOVIE#	12.0	6,590
6	REMINGTON STEELE#	11.6	6,390
7	NIGHT COURT#	11.4	6,280
8	A TEAM	10.9	5,970
9	ABC SUNDAY NIGHT MOVIE#	10.8	5,930
10	FAMILY TIES#	10.7	5,860
11	KNIGHT RIDER	10.0	5,510
12	TRAPPER JOHN, M.D.	9.9	5,460
13	RIPTIDE#	9.6	5,270
14	ALICE	9.4	5,170
15	TV BLOOPERS & PRAC. JOKES	9.4	5,150
16	ALL MY CHILDREN	8.9	4,900

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	23.5	6,330
2	60 MINUTES	17.6	4,730
3	ALL STAR BASEBALL GAME(S)	17.1	4,600
3	TRAPPER JOHN, M.D.	17.1	4,600
5	ALICE	15.7	4,220
6	LOVE BOAT	15.2	4,080
7	CAMPAIGN '84:PRE CONV.N.(S)	14.6	3,930
8	FALCON CREST	14.1	3,780
9	ABC WEDNESDAY NIGHT MOVIE#	14.0	3,770
10	AFTERMASH#	13.4	3,600
11	JEFFERSONS	13.3	3,580
12	CBS EVENING NEWS-RATHER	13.1	3,530
13	MAGNUM, P.I.#	12.8	3,430
14	CAMPAIGN '84 THURSDAY(S)	12.6	3,380
15	DALLAS	12.5	3,360
15	20/20#	12.5	3,360
17	A TEAM	12.3	3,320
18	SIMON & SIMON#	12.3	3,310
19	FANTASY ISLAND	12.2	3,280

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL STAR BASEBALL GAME(S)	15.2	8,070
2	MISS UNIVERSE PAGEANT(S)	10.6	5,620
3	NBC SUNDAY NIGHT MOVIE	10.4	5,550
4	SIMON & SIMON#	10.4	5,510
5	HARDCASTLE & MCCORMICK#	9.9	5,290
6	A TEAM	9.9	5,260
6	HILL STREET BLUES#	9.9	5,260
8	USFL CHAMPIONSHIP GAME(S)	9.3	4,950
9	ALL STAR BASEBALL PRE GM(S)	9.1	4,850
10	ABC WEDNESDAY NIGHT MOVIE#	9.0	4,780
11	REMINGTON STEELE#	8.8	4,680
12	ABC SUNDAY NIGHT MOVIE#	8.7	4,640
13	RIPTIDE#	8.5	4,540
14	MOVIE OF THE WEEK-FRIDAY	8.0	4,270
15	RIPLY'S BELIEVE IT-NOT	8.0	4,260
16	MAGNUM, P.I.#	7.4	3,960
17	NBC MONDAY NIGHT MOVIES#	7.3	3,890
18	KNIGHT RIDER	7.2	3,820
19	CHEERS#	7.2	3,810

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL STAR BASEBALL GAME(S)	25.9	5,300
2	MISS UNIVERSE PAGEANT(S)	17.8	3,640
3	60 MINUTES	16.2	3,310
4	ALL STAR BASEBALL PRE GM(S)	15.9	3,260
5	ABC FRIDAY NIGHT BASEBALL(S)	11.9	2,440
6	A TEAM	11.7	2,390
7	20/20#	11.6	2,370
8	ABC WEDNESDAY NIGHT MOVIE#	11.2	2,300
9	CBS EVENING NEWS-RATHER	10.8	2,220
10	CBS EVENING NEWS-DEAN	10.8	2,210
11	CAMPAIGN '84:PRE CONV.N.(S)	10.8	2,210
12	ALICE	10.7	2,200
13	USFL CHAMPIONSHIP GAME(S)	10.6	2,180
14	LOVE BOAT	10.5	2,150
15	DEMOCRAT.CONV.WED- 9:00PM(S)	10.5	2,160
16	TRAPPER JOHN, M.D.	10.1	2,070
17	ABC FRIDAY NIGHT BSBL-PRE(S)	10.1	2,070
17	ABC FRIDAY NIGHT-BASEBALL(S)	10.1	2,070
19	NBC NIGHTLY NEWS	10.0	2,050
20	JEFFERSONS	9.6	1,970
21	HARDCASTLE & MCCORMICK#	9.5	1,950
22	AFTERMASH#	9.5	1,940
23	NBC MAJOR LEAGUE GAME-2#	9.4	1,930
24	MAGNUM, P.I.#	9.3	1,900

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	WOMEN			MEN			TOTAL FEM.			TOTAL M.						
																18-49	25-54	35-64	55+		18-34	25-54	35-64	55+		12-17	6-11				
*EVENING																															
A TEAM	TUE.	8.00P	60	NBC	A	40	207	197	A	15.8	30	1324	1834	659	247	728	280	451	385	312	252	606	231	398	354	276	180	147	78	353	264
		8.00 - 8.30							B	22.1	34	1852																			
		8.30 - 9.00							A	14.6	29	1223	1769	631	241	704	271	432	363	299	249	582	221	385	352	260	169	139	64	344	256
									A	17.1	32	1433	1872	677	251	742	287	467	401	320	249	618	236	403	352	285	189	155	88	357	267
ABC BUSINESS BRIEF-MON	1 MON.	8.59P	1	ABC	N	11	194		A	10.2	19	855	1795	688	402	834	303	561	474	404	215	610	170	375	320	311	208	102	35	249	193
									B	14.4	22	1207																			
ABC BUSINESS BRIEF-WED	1 WED.	8.58P	1	ABC	N	26	201	184	A	10.7	22	897	1815	722	269	755	269	410	372	344	303	586	212	370	281	271	196	126	35	348	259
		8.28P	1						B	18.2	29	1525																			
ABC COMEDY SPECIAL	1 THU.	8.30P	30	ABC	CS	3	176		A	5.0	11	419	1566	781	311	891	431	510	432	260	301	548	207	276	327	219	153	127	71	LT	LT
									B	5.6	11	469	1683	738	254	822	320	458	412	350	290	556	201	347	333	279	157	151	91	154	100
ABC FRIDAY NIGHT BSBL-PRE(S)	1 FRI.	8.00P	13	ABC	SC		203		A	6.8	17	570	1525	568	387	589	188	342	342	229	247	869	305	439	423	332	364	11	LT	56	LT
ABC FRIDAY NIGHT BASEBALL(S)	1 FRI.	8.13P	174	ABC	SE		203		A	8.0	17	670	1496	461	141	494	99	258	258	253	212	811	226	417	418	335	365	51	LT	140	101
		8.00 - 8.30							A	6.5	16	545	1510	517	328	535	176	284	284	181	251	895	395	483	418	245	391	38	VT	42	LT
		8.30 - 9.00							A	6.8	16	570	1361	366	191	399	64	136	155	169	244	855	327	437	404	282	383	60	29	47	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
EVENING CONT'D																															
ABC NEWSBRIEF-M-F-CONT'D																															
1	THU.	9.58P	1																												
1	FRI.	8.11P	1																												
2	WED.	8.58P	1																												
2	THU.	10.00P	1																												
2	FRI.	8.12P	1																												
ABC NEWSBRIEF-SAT.																															
	SAT.	9.58P	1	ABC N			40	201	204	A 12.7	26	1064	1883	793	191	855	275	417	380	326	386	506	167	275	264	243	182	238	162	284	193
ABC NEWSBRIEF-SUN.																															
1	SUN.	9.44P	1	ABC N			40	205	204	A 9.9	19	830	1634	635	308	688	314	471	353	261	181	804	281	507	449	386	248	54^	15^	88^	55^
2	SUN.	10.03P	1							B 18.5	29	1550																			
ABC SPORTS UPDATE-SAT																															
	SAT.	8.57P	2	ABC SN			40	207	200	A 10.9	24	913	1835	697	240	743	171	349	336	360	335	642	163	370	362	358	220	135	70^	315	216
ABC SPORTS UPDATE-SUN																															
1	SUN.	7.58P	1	ABC SN			38	187	205	A 9.7	21	813	1970	739	345	794	264	555	473	415	205	873	247	576	583	510	238	138^	50^	165	135^
2	SUN.	8.28P	2							B 16.7	26	1399																			
ABC SUNDAY NIGHT MOVIE																															
2	SUN.	9.00P	144	ABC FF			33		204	A 11.4	22	955	1848	844	346	881	366	621	490	355	227^	747	257	486	429	362	194^	108^	43^	112^	83^
		9.00 - 9.30								B 19.7	32	1651																			
										A 11.1	21	930	1886	826	363	863	356	603	494	336	226^	763	258	486	438	356	218^	147^	65^	113^	81^

9.30 - 10.00	A 10.9	20	913	1819	813	356	853	375	606	476	306	218^	691	231^	435	385	324	200^	135^	62^	140^	101^							
10.00 - 10.30	A 11.4	22	955	1835	836	345	885	380	628	488	365	217^	739	236^	473	420	384	193^	94^	26^	117^	84^							
10.30 - 11.00	A 11.6	22	972	1924	871	342	924	389	649	489	389	233^	797	292	544	466	389	181^	102^	29^	101^	78^							
11.00 - 11.30	A 11.9	25	997	1794	902	326	902	339	633	513	382	242	757	271	491	444	362	188^	53^	24^	82^	64^							
ABC WEDNESDAY NIGHT MOVIE																							5	189					
1 WED.	9.00P	120	ABC FF	95			A 17.2	31	1441	1427	707	362	805	282	459	459	405	261	490	209	331	269	196	159^	45^	40^	87^	37^	
	9.00 - 9.30			B 13.8	26	1156																							
	9.30 - 10.00			A 15.0	27	1257	1512	673	351	780	269	430	434	395	284	520	183^	348	289	249	172^	46^	29^	166^	86^				
	10.00 - 10.30			A 16.7	29	1399	1508	742	390	843	315	491	473	413	263	511	199	351	299	233	160^	34^	34^	120^	55^				
	10.30 - 11.00			A 18.7	33	1567	1340	701	348	780	264	439	460	404	249	484	229	330	257	169	154	43^	43^	33^	LT				
				A 18.5	34	1550	1361	704	357	811	275	462	461	408	255	449	222	298	230	138^	151	54^	54^	47^	16^				
ABC WORLD NEWS TONIGHT																							200	203	199				
M-F	6.30P	30	ABC N	98	98			A 8.3	19	696	1575	778	274	808	203	394	398	391	361	562	132	290	270	277	239	48^	29^	157	108
				B 10.4	19	872																							
ABC WRLD NEWS TONIGHT-SUN																							35	152	157				
SUN.	6.30P	30	ABC N	83	88			A 4.2	11	352	1591	820	354	857	270^	455	431	312^	332^	621	177^	339	282^	301^	259^	85^	85^	28^	LT
				B 7.4	14	620																							
AFTERMASH																							10	200					
1 SUN.	8.00P	30	CBS CS	99			A 10.1	22	846	1976	708	393	931	295	469	385	399	425	478	99^	249^	197^	223^	229^	326	83^	241^	154^	
				B 10.5	20	880																							
ALICE																							18	201	203				
1 SUN.	9.00P	30	CBS CS	99	99			A 14.1	26	1182	1755	648	283	837	304	437	348	307	356	447	98^	243	249	235	186	231	104	240	164
2 SUN.	9.30P	30					B 16.4	26	1374																				
ALL STAR BASEBALL PRE GM(S)																							208						
1 TUE.	8.00P	17	ABC SC	98			A 13.1	27	1098	1657	544	143^	567	101^	201^	247	272	295	799	174^	441	437	440	297	134^	15^	157^	102^	
ALL STAR BASEBALL GAME(S)																							208						
1 TUE.	8.17P	188	ABC SE	98			A 20.1	35	1684	1692	559	144	569	95^	239	261	284	274	873	225	479	482	448	315	127^	24^	123^	84^	
	8.00 - 8.30			A 14.4	29	1207	1649	544	156^	566	99^	213	250	259	294	813	191	431	434	431	305	122^	15^	148^	97^				
CONT'D																													



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1984 REPORT

PROGRAM NAME				I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 3	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																											
ALL STAR BASEBALL -CONT'D																											
		8.30 - 9.00							A 16.7	32	1399	1790	569 164^	589 101^	226 273	272 290				857 193	419 490	457 317			142^ 9v	202 148^	
		9.00 - 9.30							A 20.1	35	1684	1895	595 160	612 106^	273 300	307 276				955 229	525 557	508 326			141 25v	187 126^	
		9.30 - 10.00							A 21.9	37	1835	1816	591 146	606 121^	268 302	293 272				946 241	541 537	494 329			134 19v	130 83^	
		10.00 - 10.30							A 22.3	37	1869	1636	549 133	556 97^	236 251	279 266				859 246	480 463	414 317			133 33^	88^ 55^	
		10.30 - 11.00							A 22.7	38	1902	1618	538 136	546 72^	221 228	291 279				856 235	476 448	429 322			129 34^	87^ 58^	
		11.00 - 11.30							A 19.2	35	1609	1378	497 128^	497 71^	220 212	269 248				756 212	427 394	383 267			77^ 20v	48^ 35v	
CAMPAIGN '84 MONDAY(S)																											
2 MON.		9.00P	129	CBS P		203	99		A 8.2	15	687	1332	537 144^	654 60v	236^236^	345 394				534 88^	229^240^	289^265^			86v 27v	58v 58v	
		9.00 - 9.30							A 8.6	17	721	1325	553 204^	697 83^	307^273^	374 377				453 67v	168^199^	227^237^			124^ 26v	51v 51v	
		9.30 - 10.00							A 7.7	14	645	1468	553 153^	717 110^	281^264^	353^423				593 136^	286^235^	294^264^			113^ 37v	45v 45v	
		10.00 - 10.30							A 8.1	15	679	1306	508 103^	595 30v	173^192^	311^403				567 83v	237^260^	330^283^			49v 10v	95^ 95^	
		10.30 - 11.00							A 8.3	16	696	1295	521 120^	609 14v	170^193^	338 402				565 77v	235^262^	318^303^			62v 33v	59v 59v	
		11.00 - 11.30							A 8.2	16	687	1224	585 125^	685 77v	282^310^	378 344				489 101^	280^295^	270^194^			50v 34v	LT LT	
CAMPAIGN '84 TUESDAY(S)																											
2 TUE.		9.00P	148	CBS P		203	99		A 8.5	16	712	1463	624 115^	709 151^	284^293^	302^388				585 129^	268^278^	289^251^			45v LT	124^ 100^	
		9.00 - 9.30							A 7.3	14	612	1188	587 103^	634 103^	211^243^	247^391				484 55v	197^260^	262^224^			12v LT	58v 40v	
		9.30 - 10.00							A 7.9	14	662	1358	533 79v	583 22v	166^207^	292^376				524 95^	220^239^	253^241^			65v LT	186^ 137^	
		10.00 - 10.30							A 9.1	17	763	1594	733 124^	834 273^	407 401	328 381				612 146^	287^285^	292^263^			37v LT	111^ 90^	
		10.30 - 11.00							A 10.3	19	863	1607	712 136^	823 251^	386 362	326 401				678 189^	321 307	320 275			23v LT	83^ 69v	
		11.00 - 11.30							A 8.0	16	670	1460	489 115^	596 43v	187^203^	302^384				568 130^	280^282^	299^229^			95^ LT	201^ 179^	
CAMPAIGN '84 WEDNESDAY(S)																											
2 WED.		9.00P	289	CBS P		203	99		A 7.0	15	587	1440	583 180^	676 134^	234^244^	276^401				586 150^	288^322^	276^245^			108^ 21v	70v 70v	
		9.00 - 9.30							A 7.5	14	629	1564	645 222^	750 162^	260^296^	337^435				591 109^	255^319^	302^272^			61v 11v	162^ 162^	
		9.30 - 10.00							A 7.9	14	662	1742	687 274^	835 221^	342^361	368 455				615 137^	296^364	312^251^			110^ 9v	182^ 182^	
		10.00 - 10.30							A 8.7	16	729	1711	680 202^	787 161^	265^306^	345 469				696 180^	352 361	361 280^			141^ 23v	87^ 87^	
		10.30 - 11.00							A 9.0	16	754	1736	690 207^	783 125^	254^304^	375 470				686 170^	318 351	337 288^			193^ 28v	74v 74v	
		11.00 - 11.30							A 8.0	15	670	1443	595 173^	671 97^	216^241^	292^410				629 185^	336^380	267^249^			97^ LT	46v 46v	
		11.30 - 12.00							A 6.3	14	528	1383	594 127^	685 119^	195^201^	217^452				498 150^	242^277^	180^221^			167^ 72v	33v 33v	
		12.00 - 12.30							A 6.1	16	511	1139	533 116v	578 97v	170^156^	160^373^				468 126^	243^253^	207^192^			93v 28v	LT LT	
		12.30 - 1.00							A 5.7	16	478	981	438^123v	492 80v	159^117v	153^309^				441^106v	228^228^	197^186^			48v 14v	LT LT	
		1.00 - 1.30							A 5.2	17	436	970	327^131v	386^105v	186^126v	124^200^				549 143^	290^315^	269^234^			35v LT	LT LT	
		1.30 - 2.00							A 4.5	19	377	1011	358^186^	448^125v	194^141v	170^217^				525^162^	257^318^	243^207^			38v LT	LT LT	
CAMPAIGN '84 THURSDAY(S)																											
2 THU.		8.30P	164	CBS P		202	99		A 8.6	16	721	1275	638 156^	716 98^	203^205^	294^470				481 79v	191^211^	231^243^			LT LT	73v 22v	
		8.30 - 9.00							A 7.5	16	629	1421	652 189^	777 160^	240^244^	262^493				473 100^	206^185^	199^241^			12v 12v	159^ 51v	
		9.00 - 9.30							A 8.3	16	696	1392	691 160^	777 125^	251^244^	314^486				537 113^	234^207^	239^266^			13v 13v	65v LT	
		9.30 - 10.00							A 9.3	17	779	1168	612 139^	692 50v	149^154^	320 488				416 26v	100^154^	208^262^			LT LT	60v LT	
		10.00 - 10.30							A 9.5	17	796	1220	601 156^	651 88^	165^171^	268^433				495 62v	191^268^	270^227^			LT LT	74v 57v	
		10.30 - 11.00							A 8.9	17	746	1170	637 132^	686 85^	205^200^	286^448				459 71v	201^220^	242^210^			LT LT	25v LT	
		11.00 - 11.30							A 8.0	15	670	1281	626 159^	709 82v	223^261^	308^448				496 155^	253^239^	178^228^			18v LT	58v 35v	
CAMPAIGN '84 PRE CONVN(S)																											
1 SUN.		10.30P	30	CBS P		203	99		A 10.2	20	855	1619	742 286	897 178^	387 393	455 460				483 78^	201^224^	254^259^			94^ 28v	145^ 111^	
CBS EVENING NEWS-RATHER																											
M-F		6.30P	30	CBS N		199	203	200	A 9.9	22	830	1441	647 201	732 138	265 268	332 425				547 122	232 235	260 268			62^ 9v	100 79	
CBS EVENING NEWS-DEAN																											
SUN.		6.00P	30	CBS N		28	182	180	A 8.3	21	696	1412	590 153^	663 64^	181 181	282 462				669 184	306 276	324 317			42v LT	38v LT	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
CBS SAT. NEWS-SCHIEFFER					32	167	171		A	7.3	19	612	1441	722	145^	787	116^	241	243	343	523	490	142^	215	220	165^	229	33v	LT	131^	112^
SAT. 6.30P 30 CBS N						89	91		B	9.1	19	763																			
CBS SATURDAY NIGHT MOVIE					12	193	194		A	7.7	16	645	1553	648	294	778	218	385	397	402	334	536	181^	309	281	278	183	70^	22v	169^	139^
1 SAT. 9.00P 120 CBS FF						98	98		B	9.7	19	813																			
2 SAT. 8.30P 150																															
8.30 - 9.00									A	5.9	13	494	1249	545	180^	646	160^	285^	314^	353^	332^	454^	142^	233^	243^	237^	174^	56v	LT	93v	48v
9.00 - 9.30									A	7.0	15	587	1593	653	303	800	212	403	400	411	343	508	180^	285	269	256	166^	72^	26v	213	165^
9.30 - 10.00									A	7.4	15	620	1563	651	287	784	222	384	391	387	345	515	175^	303	284	268	167^	75^	32v	189^	167^
10.00 - 10.30									A	8.3	17	696	1609	677	317	801	214	391	412	431	338	575	182	345	304	312	190	73^	25v	160^	136^
10.30 - 11.00									A	9.0	19	754	1605	657	321	796	244	409	422	404	323	573	201	332	283	286	210	79^	23v	157	133^
CBS TUESDAY NIGHT MOVIES					26	181			A	9.8	17	821	1370	674	311	875	351	467	351	389	360	351	146^	189^	204^	149^	108^	65v	28v	79^	41v
1 TUE. 8.00P 180 CBS FF						92			B	15.1	24	1265																			
8.00 - 8.30									A	8.0	15	670	1381	661	289^	840	324^	492	387	382	327^	365	183^	206^	198^	117^	98^	37v	LT	139^	45v
8.30 - 9.00									A	8.3	15	696	1326	657	320^	848	317^	479	359	413	344	336	142^	170^	161^	138^	107^	17v	LT	125^	43v
9.00 - 9.30									A	9.8	17	821	1308	641	319	878	348	470	319	376	392	339	80^	150^	218^	213^	121^	22v	LT	69v	41v
9.30 - 10.00									A	9.9																					

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
EVENING CONT'D																																
DECISION '84-DEM CONV-WED(S)	198																															
2 WED.	98	9.00P	131	NBC	P																											
9.00 - 9.30																																
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
11.00 - 11.30																																
DECISION '84-DEM CONV-THU(S)	199																															
2 THU.	99	8.30P	150	NBC	P																											
8.30 - 9.00																																
9.00 - 9.30																																
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
DEMOCRAT.CONV.MON- 9:00PM(S)	199																															
2 MON.	99	9.00P	120	ABC	P																											
9.00 - 9.30																																
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
DEMOCRAT.CONV.TUE- 9:25PM(S)	200																															
2 TUE.	99	9.25P	117	ABC	P																											
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
11.00 - 11.30																																
DEMOCRAT.CONV.WED- 9:00PM(S)	200																															
2 WED.	99	9.00P	187	ABC	P																											
9.00 - 9.30																																
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
11.00 - 11.30																																
12.00 - 12.30																																
DEMOCRAT.CONV.THU- 8:30PM(S)	201																															
2 THU.	99	8.30P	142	ABC	P																											
8.30 - 9.00																																
9.00 - 9.30																																
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
DIFF'RENT STROKES-SAT.	38																															
SAT.	200	8.00P	30	NBC	CS																											
8.00 - 8.30																																
8.30 - 9.00																																
9.00 - 9.30																																
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
DOUBLE TROUBLE	2																															
WED.	189	8.00P	30	NBC	CS																											
8.00 - 8.30																																
8.30 - 9.00																																
9.00 - 9.30																																
9.30 - 10.00																																
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10.30 - 11.00																																



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	WOMEN			MEN					TOTAL FEM.					TOTAL 6-11				
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	6-11
EVENING CONT'D																																	
DUCK FACTORY						5	195		A 10.1	18	846	1721	598	182^	654	291	432	400	270^	175^	491	252^	369	287	186^	95^	296	150^	280	240^			
1 WED.		9.30P	30	NBC	CS		99		B 11.5	21	964																						
DUKES OF HAZZARD						34	202	200	A 10.0	23	838	1663	554	172	677	226	346	290	231	311	484	185	283	263	191	169	143	44^	359	249			
FRI.		8.00P	60	CBS	CS		99	98	B 14.8	26	1240																						
8.00 - 8.30									A 9.2	22	771	1632	542	161	660	219	333	272	215	314	469	178	273	252	186	169	140^	46^	363	236			
8.30 - 9.00									A 10.8	24	905	1672	561	179	685	231	354	299	242	307	488	189	288	267	191	167	143	39^	356	260			
FACTS OF LIFE						36	195		A 13.2	24	1106	1667	604	177^	680	278	420	364	270	213	457	215	327	237	178^	107^	299	154^	231	213			
1 WED.		9.00P	30	NBC	CS		99		B 16.3	25	1366																						
FALCON CREST						32	205	205	A 10.3	20	863	1543	705	206	841	207	361	301	317	438	384	103^	179	194	179	159	155	47^	163	140			
FRI.		10.00P	60	CBS	GD		99	99	B 20.2	35	1693																						
10.00 - 10.30									A 10.1	20	846	1463	718	217	852	212	372	307	324	438	378	100^	169	196	174	164	67^	34^	166	136^			
10.30 - 11.00									A 10.4	20	872	1622	694	191	827	197	345	291	310	441	391	109^	189	193	183	155	242	61^	162	145			
FALL GUY						38	204	191	A 10.6	22	888	1843	701	270	734	255	411	381	343	275	603	210	385	291	289	192	164	59^	342	237			
WED.		8.00P	60	ABC	A		98	95	B 18.0	29	1508																						
8.00 - 8.30									A 9.6	20	804	1823	724	268	754	246	417	384	362	290	610	213	388	281	290	198	140^	52^	319	236			
8.30 - 9.00									A 11.7	24	980	1842	679	265	711	258	403	375	322	262	593	206	378	294	286	188	181	65^	357	235			
FAMILY TIES						26	198		A 11.3	24	947	2056	760	245	931	462	619	501	335	249	432	126^	245	275	261	128^	196^	46^	497	363			
1 THU.		8.30P	30	NBC	CS		97		B 14.5	23	1215																						
FANTASY ISLAND						32	195	209	A 12.7	26	1064	1705	728	195	776	249	421	405	372	309	462	154	280	264	233	128	237	169	230	187			

SAT.	10.00P	60	ABC	A	99	99	A 14.5	27	1215																									
	10.00 - 10.30						A 12.5	26	1048	1736	739	197	790	252	427	408	382	318	474	160	290	276	241	128	238	167	234	189						
	10.30 - 11.00						A 13.0	27	1089	1657	703	189	749	242	408	396	356	296	444	148	267	247	222	126	239	171	225	183						
R SEASONS					9	201	A 6.9	14	578	1375	553	157^	675	188^	265^	250^	262^	363^	425	132^	186^	198^	169^	227^	124^	21^	151^	129^						
SUN.	8.30P	30	CBS	CS		98	B 9.5	17	796																									
UPS, BLEEPS-BLUNDERS					21	195	A 7.2	14	603	1633	734	255^	785	219^	394	396	369^	311^	526	208^	320^	281^	243^	140^	110^	74^	212^	179^						
TUE.	8.00P	30	ABC	U		98	B 14.0	23	1173																									
ME A BREAK					36	190	A 10.6	23	888	1750	682	254	806	299	442	415	322	299	396	112^	214	226	207	128^	202	76^	346	245						
THU.	8.00P	30	NBC	CS		96	B 14.3	24	1198																									
ONIGHT, BEANTOWN					1	199	A 7.5	16	629	1369	547	161^	641	148^	231^	243^	289^	358^	503	176^	243^	271^	196^	232^	84^	17^	141^	121^						
SUN.	8.00P	30	CBS	CS		98	B 7.5	16	629	1369	547	161	641	148	231	243	289	358	503	176	243	271	196	232	84	17	141	121						
Y DAYS					4	173	A 7.6	17	637	1630	637	216	717	233	433	369	319	246	523	177^	309	259	238	175^	239	97^	151^	94^						
THU.	8.00P	30	ABC	CS		89	B 7.5	16	629	1691	656	224	744	255	448	383	360	250	516	196	337	265	240	156	227	119	204	125						
CASTLE & MCCORMICK					31	207	A 10.6	22	888	1802	619	242^	683	211^	457	431	362	204^	872	242^	597	608	548	219^	175^	62^	72^	72^						
SUN.	8.00P	60	ABC	A		99	B 15.9	25	1332																									
	8.00 - 8.30						A 10.3	22	863	1876	636	267^	703	217^	474	432	383	208^	927	256^	627	641	581	242^	175^	61^	71^	71^						
	8.30 - 9.00						A 10.8	21	905	1730	605	218^	666	204^	441	426	343	204^	818	228^	569	576	516	197^	172^	61^	74^	74^						
T TO HART					33	196	A 8.1	15	679	1717	684	158^	798	300^	537	419	359	237^	545	194^	359	273^	248^	186^	167^	126^	207^	207^						
TUE.	9.00P	25	ABC	PD		96	B 14.8	25	1240																									
STREET BLUES					36	211	A 14.0	26	1173	1857	783	331	865	395	566	567	388	187^	602	311	448	371	254	132^	201	114^	189^	139^						
THU.	10.00P	60	NBC	OP		99	B 16.3	27	1366																									
	10.00 - 10.30						A 13.6	25	1140	1866	799	350	876	400	575	573	395	189^	586	309	436	364	237	125^	194^	99^	210	160^						
	10.30 - 11.00						A 14.4	27	1207	1837	766	313	853	392	559	560	378	184^	613	308	457	380	270	136^	204	125^	167^	117^						

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																														
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																														
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11											
EVENING CONT'D																																								
JEFFERSONS											31	200	204	A 11.2	22	939	1784	635	307				831	252	405	341	339	381	452	88^	221	225	230	211	254	86^	247	146		
1 SUN.											8.30P	30	CBS CS	99	99	B 16.7	26	1399																						
2 SUN.											9.00P	30																												
JENNIFER SLEPT HERE											2	189	174	A 10.1	21	846	1890	686	242				807	359	534	425	312	235	487	224	338	263	182	109^	258	171	338	217		
WED.											8.30P	30	NBC CS	97	89	B 10.1	21	846	1890	686	242				807	359	534	425	312	235	487	224	338	263	182	109	258	171	338	217
KNIGHT RIDER											34	201	201	A 11.3	23	947	2187	793	330				880	346	582	494	385	237	583	214	402	337	275	161	256	116^	468	338		
SUN.											8.00P	60	NBC A	99	98	B 15.8	25	1324																						
8.00 - 8.30																A 9.6	21	804	2228	790	349																			
8.30 - 9.00																A 12.9	26	1081	2163	796	314																			
KNOTS LANDING											30	197				A 9.4	18	788	1708	726	264^																			
1 THU.											10.00P	60	CBS GD	97		B 18.7	31	1567																						
10.00 - 10.30																A 9.2	17	771	1787	720	283^																			
10.30 - 11.00																A 9.5	18	796	1637	739	248^																			
LOTTERY											4	175				A 8.0	15	670	1697	714	299^																			
1 THU.											9.00P	60	ABC A	92		B 9.4	17	788																						
9.00 - 9.30																A 7.3	14	612	1601	743	320^																			
9.30 - 10.00																A 8.6	15	721	1788	692	280^																			
LOVE BOAT											38	202	209	A 12.9	27	1081	1866	784	198																					
SAT.											9.00P	60	ABC CS	99	99	B 17.4	30	1458																						
9.00 - 9.30																A 12.0	26	1006	1813	765	204																			
9.30 - 10.00																A 13.8	28	1156	1901	799	189																			
MAGNUM, P.I.											38	206				A 13.0	28	1089	1655	636	357																			
1 THU.											8.00P	60	CBS PD	99		B 20.3	33	1701																						
8.00 - 8.30																A 12.1	27	1014	1600	615	367																			
8.30 - 9.00																A 14.0	30	1173	1681	648	346																			
MAMA MALONE											6	189	190	A 4.3	10	360	1489	660	219^																					
SAT.											8.00P	30	CBS CS	97	94	B 4.8	11	402																						
MAMA'S FAMILY											7	173	187	A 8.8	19	737	2019	646	206																					
SAT.											9.00P	30	NBC CS	87	95	B 9.6	20	804																						
MASTER											16	183	189	A 9.8	22	821	1890	651	205																					
FRI.											8.00P	60	NBC A	93	94	B 9.8	18	821																						
8.00 - 8.30																A 9.4	22	788	1926	640	210																			
8.30 - 9.00																A 10.1	22	846	1865	665	205																			
MISS UNIVERSE PAGEANT(S)											203					A 21.2	36	1777	1941	848	292																			
1 MON.											9.00P	120	CBS AC	99		A 16.9	30	1416	2054	874	324																			
9.00 - 9.30																A 20.8	35	1743	1951	863	291																			
9.30 - 10.00																A 23.1	39	1936	1892	803	286																			
10.00 - 10.30																A 24.0	41	2011	1896	860	275																			
10.30 - 11.00																																								
MOVIE OF THE WEEK-FRIDAY											11	160	179	A 12.2	24	1022	1764	696	233																					
FRI.											9.00P	120	NBC FF	87	95	B 10.2	19	855																						
9.00 - 9.30																A 11.0	23	922	1779	697	240																			
9.30 - 10.00																A 11.4	22	955	1758	680	262																			
CONT'D																																								

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



2ND JULY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
									%	%	(0,000)	(2+)		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
MOVIE OF THE WEEK--CONT'D																																	
10.00 - 10.30 A 12.8 25 1073 1730 704 213 748 232 435 446 412 246 602 252 401 405 299 149 182 71^ 198 145																																	
10.30 - 11.00 A 13.7 27 1148 1753 699 221 754 238 449 456 419 239 613 243 413 424 323 144 204 76^ 182 127																																	
NBC MONDAY NIGHT MOVIES 29 186																																	
1 MON. 9.00P 120 NBC FF 94																																	
9.00 - 9.30 A 10.8 18 905 1800 775 256 815 298 480 470 380 263 603 231^ 431 375 299 129^ 148^ 71^ 234^ 167																																	
9.30 - 10.00 B 17.8 28 1492																																	
10.00 - 10.30 A 10.4 18 872 1835 761 293 796 295 495 448 347 257^ 554 176^ 372 372 301 123^ 124^ 67v 361 231^																																	
10.30 - 11.00 A 10.7 18 897 1824 805 224^ 842 324 509 513 372 253^ 600 240^ 423 352 278 132^ 133^ 61v 249^ 202^																																	
A 11.0 18 922 1830 786 268 832 309 485 477 403 267 639 266 478 392 316 126^ 171^ 74^ 188^ 140^																																	
A 11.2 19 939 1690 739 237^ 777 262 429 429 395 267 604 232^ 436 370 299 137^ 168^ 80^ 141^ 99^																																	
NBC NEWS DIGEST-M-F 198 171 175																																	
1 M-F 8.58P 1 NBC N 86 85																																	
2 MON. 8.32P 1																																	
2 TUE. 8.33P 1																																	
2 WED. 8.30P 1																																	
2 FRI. 8.58P 1																																	
NBC NEWS DIGEST-2-M-F 94 178 170																																	
1 TU&TH 9.58P 1 NBC N 88 90																																	
2 FRI. 10.01P 1																																	
NBC NEWS DIGEST-SAT 40 168 180																																	
SAT. 8.58P 1 NBC N 81 88																																	
A 7.4 17 620 1944 606 150^ 749 280 406 321 251 290 414 173^ 251 216 161^134^ 311 185^ 470 342																																	
B 10.7 19 897																																	
NBC NEWS DIGEST-2-SAT. 18 155																																	
1 SAT. 9.58P 1 NBC N 80																																	
A 5.5 11 461 2180 494^184^ 743 303^ 517 439^ 292^226^ 515 155^ 347^244^ 303^168^ 622 417^ 300^ 300^																																	
B 9.1 16 763																																	
NBC NEWS DIGEST-SUN 40 172 181																																	
SUN. 8.58P 1 NBC N 84 89																																	
A 11.3 22 947 2156 819 305 904 324 608 522 435 248 628 229 438 324 284 179 241 106^ 383 269																																	
B 13.5 21 1131																																	
NBC NEWS DIGEST-2-SUN. 20 186																																	
2 SUN. 9.59P 1 NBC N 92																																	
A 11.8 22 989 1966 721 347 844 330 602 600 421 187^ 633 283 450 438 321 106^ 165^ 81^ 324 231^																																	
B 13.3 20 1115																																	
NBC NIGHTLY NEWS-SAT. 33 163																																	
1 SAT. 6.30P 30 NBC N 90																																	
A 5.5 15 461 1165 560 LT 560 LT 134^210^ 301^350^ 399^ 42v 111v111v 131^288^ 121v LT 85v 85v																																	
B 8.2 17 687																																	
NBC NIGHTLY NEWS-SUN 27 158 162																																	
SUN. 6.30P 30 NBC N 87 86																																	
A 5.3 13 444 1495 748 257^ 799 146^ 337 360 387 425 640 164^ 281 293 298 311 18v LT 38v 23v																																	
B 6.9 14 578																																	
NBC NIGHTLY NEWS 199 203 192																																	
M-F 6.30P 30 NBC N 99 97																																	
A 8.5 19 712 1553 737 204 789 145 297 314 360 439 615 141 276 283 277 287 47^ 22^ 102 80																																	
B 10.6 20 888																																	
NBC SUNDAY NIGHT MOVIE 31 193 198																																	
1 SUN. 9.00P 120 NBC FF 98 97																																	
2 SUN. 9.00P 150																																	
A 13.7 26 1148 2031 846 332 920 306 648 643 498 220 666 264 483 465 349 122 206 84^ 239 158																																	
B 15.9 25 1332																																	
9.00 - 9.30 A 12.7 24 1064 2012 850 330 919 302 652 630 491 229 576 236 425 384 281 127 218 69^ 299 185																																	
9.30 - 10.00 A 13.4 25 1123 2083 854 321 933 329 662 646 481 225 631 252 473 450 323 121 230 78^ 289 185																																	
10.00 - 10.30 A 14.2 26 1190 2071 876 342 943 313 655 657 514 230 702 269 503 506 387 122 205 85^ 221 149																																	
10.30 - 11.00 A 15.8 30 1324 1983 858 340 932 297 634 647 516 226 684 272 480 476 364 121 187 104 180 115																																	
11.00 - 11.30 A 11.8 25 989 1912 690 312 792 279 595 605 442 147^ 778 332 581 505 394 111^ 159^ 69^ 183^ 168^																																	
NEWSBREAK-WED(B) 144																																	
2 WED. 8.58P 1 CBS N 74																																	
A 5.8 11 486 1368 533 189^ 761 132^ 240^225^ 327^494 531 101v 200^237^ 223^294^ 30v LT 46v 46v																																	
NEWSBREAK-M-F 196 182 180																																	
CONT'D																																	
A 9.5 18 796 1574 670 290 804 260 431 387 368 335 480 163 273 262 228 167 102 35^ 188 136																																	

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
									%	%				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
NEWSBREAK-M-F-CONT'D																														
1	MWTHF	8.58P	1	CBS N		92	90	B	14.4	23	1207																			
1	TUE.	8.58P	2																											
2	MON.	8.57P	2																											
2	TU & F	8.58P	1																											
NEWSBREAK-SAT.																														
1	SAT.	8.58P	1	CBS N		39	180	A	5.9	13	494	1741	725	371	792	289	460	425	369	285	566	206^	319	282	277	193^	89^	23v	294	210^
2	SAT.	9.09P	1			91	94	B	9.5	17	796																			
NEWSBREAK-SUN.																														
	SUN.	8.58P	1	CBS N		40	186	A	9.1	18	763	1803	608	300	823	265	430	374	329	357	393	98^	198	204	174	189	288	74^	299	214
						93	93	B	15.1	23	1265																			
NIGHT COURT																														
1	THU.	9.30P	30	NBC CS		6	192	A	12.2	22	1022	1791	770	376	887	383	614	555	371	219^	512	267	351	308	197^	139^	120^	65^	272	193^
						97		B	13.3	23	1115																			
ONE DAY AT A TIME-SPECIAL(S)																														
2	THU.	8.00P	30	CBS CS			170	A	6.6	14	553	1479	606	148^	788	171^	241^	204^	234^	527	425	83v	157^	190^	187^	235^	58v	29v	208^	69v
						83																								
PEOPLE ARE FUNNY																														
	SAT.	9.30P	30	NBC PV		5	174	A	7.7	16	645	1850	579	194	754	285	427	359	316	283	426	154^	230	216	188	141^	347	184	323	275
						88	97	B	8.3	17	696																			
REMINGTON STEELE																														
1	TUE.	10.00P	60	NBC PD		22	197	A	13.3	22	1115	1910	736	312	848	358	573	532	362	235	567	214	420	385	309	117^	230	67^	265	200^
		10.00 - 10.30				99		B	15.0	25	1257																			
								A	13.1	22	1098	1999	720	328	862	366	592	554	366	230	614	230	476	434	344	110^	230	60^	293	217
10.30 - 11.00																														
								A	13.4	23	1123	1830	757	296	840	349	558	512	363	244	520	200^	364	338	272	123^	231	74^	239	184^
RIPTIDE																														
1	TUE.	9.00P	60	NBC PD		22	196	A	13.6	23	1140	1755	615	268	690	293	461	442	289	188^	562	240	398	356	272	127^	202^	120^	301	224
		9.00 - 9.30						B	17.0	26	1425																			
		9.30 - 10.00						A	13.2	23	1106	1746	612	255	665	286	443	426	280	181^	583	236	407	360	297	139^	189^	114^	309	233
								A	14.0	23	1173	1755	616	279	711	300	479	456	297	191^	540	246	389	351	247	112^	211	123^	293	215
RIPLEY'S BELIEVE IT-NOT																														
	SUN.	7.00P	60	ABC U		34	178	A	7.8	18	654	2261	732	409	773	310	554	473	355	169^	889	348	651	581	452	193	272	109^	327	246
		7.00 - 7.30				94	95	B	11.5	20	964																			
		7.30 - 8.00						A	6.7	16	561	2351	792	475	839	310	576	525	414	190^	887	348	652	564	452	193^	292	123^	333	244
								A	8.8	20	737	2216	696	367	738	317	547	439	317	160^	898	353	656	598	456	193	255	96^	325	252
ROUSTERS																														
	SAT.	10.00P	60	NBC A		6	172	A	7.6	16	637	2003	690	256	841	350	539	477	361	234	519	189	299	311	248	140^	333	173^	310	248
		10.00 - 10.30				86	96	B	8.1	17	679																			
		10.30 - 11.00						A	7.5	16	629	2110	687	270	851	344	543	487	372	239	500	184^	283	302	230	135^	386	226	373	303
								A	7.7	16	645	1884	687	241	823	354	530	464	345	227	533	190	310	319	264	143^	282	119^	246	192
ST. ELSEWHERE																														
1	WED.	10.00P	60	NBC GD		31	206	A	8.9	16	746	1357	647	248^	784	360	533	498	285^	207^	335	153^	251^	234^	135^	68v	89^	56v	149^	131^
		10.00 - 10.30				99		B	12.9	22	1081																			
		10.30 - 11.00						A	8.9	16	746	1361	632	230^	769	351	531	506	292^	196^	334	151^	256^	233^	143^	60v	97^	56v	161^	145^
								A	8.9	16	746	1340	656	262^	796	367	536	488	279^	217^	330	155^	242^	234^	123^	72v	80v	57v	134^	116^
SCARECROW & MRS. KING																														
	MON.	8.00P	60	CBS GD		35	201	A	11.9	24	997	1594	745	330	824	279	474	445	376	310	494	166	311	303	250	161	93^	40^	183	137
		8.00 - 8.30				99	98	B	16.8	26	1408																			
		8.30 - 9.00						A	11.3	23	947	1545	745	335	819	266	468	438	381	314	461	147	286	281	241	156	88^	39^	177	122^
								A	12.6	24	1056	1610	737	321	819	285	470	444	368	306	510	177	325	314	254	161	96^	41^	185	148
SECOND EDITION(S)																														
2	TUE.	8.30P	30	CBS CS			185	A	7.2	13	603	1345	563	214^	667	130^	248^	257^	278^	382^	481	189^	289^	115^	158^	177^	114^	13v	83v	55v
						94																								
SILVER SPOONS																														
	SAT.	8.30P	30	NBC CS		9	196	A	9.5	22	796	2057	628	167	755	304	436	345	276	276	447	189	284	265	186	120^	319	198	536	405
						93	99	B	10.2	22	855																			







PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	START DAY	DUR	TIME	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11													
														WOMEN					MEN																				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	MAL.	TOTAL	6-11									
LATE FRINGE CONT'D																																							
CBS NEWS NIGHTWATCH-CONT'D																																							
5.00 - 5.30													A	.7	19	59	305^	119v	119v	119v	LT	LT	85v	85v	LT	186v	LT	85v	85v	135v	101v	LT	LT	LT	LT				
5.30 - 6.00													A	.7	19	59	390^	187v	102v	187v	LT	LT	136v	136v	LT	203v	LT	170v	170v	152v	LT	LT	LT	LT					
CBS SUNDAY NEWS-OSGOOD													40	135	135		A	5.1	12	427	1199	652	139^	687	122^	287	334	408	346	423	108^	165^	152^	182^	248^	51v	LT	38v	21v
1 SUN. 11.30P 15 CBS N													71	71		B	5.9	12	494																				
2 SUN. 11.00P 15																																							
DAVID LETTERMAN I													158	183	184		A	3.1	15	260	1115	485	169^	523	215^	314	281	258	124^	396	176^	250	176^	181^	124^	181^	35v	LT	LT
1 M-TH 12.30A 30 NBC GV													96	96		B	3.0	15	251																				
2 MON. 12.47A 30																																							
2 TUE. 12.57A 30																																							
2 THU. 12.30A 30																																							
DAVID LETTERMAN II													158	183	184		A	2.2	14	184	1000	402	141^	445	179^	244^	266^	255^	76v	386	87^	239^	234^	277^	130^	152^	27v	LT	LT
1 M-TH 1.00A 30 NBC GV													96	96		B	2.3	15	193																				
2 MON. 1.17A 30																																							
2 TUE. 1.27A 30																																							
2 THU. 1.00A 30																																							
DECIS'84-DEM CONV-TU-LATE(S)													191				A	6.6	15	553	1203	572	186^	615	65v	215^	239^	332^	376^	488	129^	245^	277^	252^	211^	66v	LT	34v	34v
2 TUE. 11.30P 27 NBC P													96																										
DECIS'84-DEM CONV-WF-LATE(S)													199				A	5.0	15	419	1172	516^	160^	601	145^	214^	239^	244^	281^	537^	188^	296^	284^	210^	208^	34v	LT	LT	LT

2 WED. 11.43P 137 NBC P 99	A 5.8 13 486	1292 545 142^	615 101^ 234^286^ 248^329^	634 243^ 346^330^ 247^241^	43^ LT	LT	LT
11.30 - 12.00	A 5.5 14 461	1113 485^137^	539 126^ 180^201^ 169^290^	532 174^ 263^221^ 197^252^	42^ 15^	LT	LT
12.00 - 12.30	A 5.9 16 494	1043 482 154^	557 125^ 172^200^ 217^284^	427^162^ 192^189^ 127^210^	59^ 18^	LT	LT
1.00 - 1.30	A 5.0 16 419	1317 568 196^	682 192^ 259^282^ 294^270^	625 209^ 406^418^ 289^172^	LT LT	LT	LT
1.30 - 2.00	A 3.0 14 251	1215 550^167^	681^207^ 275^271^ 343^239^	534^187^ 343^331^ 236^144^	LT LT	LT	LT
EYE ON HOLLYWOOD 70 116	A 2.1 7 176	807 574^228^	574^ LT 375^375^ 494^199^	233^ LT LT 51^ 165^182^	LT LT	LT	LT
1 WED. 12.00M 30 ABC GV 67	B 2.0 7 168						
1 THU. 12.00M 31							
FRIDAY NIGHT VIDEOS 39 193 194	A 3.7 17 310	1190 419 139^	465 290^ 378^300^ 145^ 62^	346^223^ 272^245^ 96^ 59^	305^222^	74^	39^
FRI. 12.30A 90 NBC PC 96 98	B 3.7 17 310						
12.30 - 1.00	A 4.4 17 369	1211 523 157^	540 280^ 396 344 206^109^	377 208^ 293^276^ 147^ 66^	221^159^	73^	41^
1.00 - 1.30	A 3.7 17 310	1210 364^103^	410 313^ 352^252^ 80^ 39^	333^232^ 275^240^ 91^ 35^	377^249^	90^	45^
1.30 - 2.00	A 3.0 17 251	1143 331^155^	435^287^ 387^291^ 136^ 24^	290^219^ 219^192^ 23^ 71^	358^286^	60^	28^
LATE MOVIE I 200 173 168	A 4.8 17 402	1204 531 179	614 191 362 327 320 219	371 107^ 189 187 199 145	108^ 43^	111^	104^
1 MON. 11.32P 68 CBS FF 89 89	B 6.0 20 503						
1 TU-TH 11.30P 67							
1 FRI. 11.30P 68							
2 MON. 11.41P 67							
2 TUE. 11.59P 67							
2 WED. 2.20A 67							
2 THU. 11.45P 67							
2 FRI. 11.30P 66							
11.30 - 12.00	A 5.5 15 461	1308 576 221	669 213 398 350 353 234	401 120^ 202 187 212 159	118^ 35^	120^	108^
12.00 - 12.30	A 5.1 17 427	1201 528 171	621 207 372 331 311 217	362 98^ 192 199 200 131^	98^ 46^	120^	112^
12.30 - 1.00	A 4.9 20 411	1080 523 117^	552 136^ 301 305 303 214	308 123^ 153 134^ 120^136^	125^ 59^	95^	90^
1.00 - 1.30	A 4.3 24 360	800 356^ LT	356^ LT 128^128^ 203^228^	375^ LT 197^197^ 275^178^	69^ 69^	LT	LT
CONT'D							



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
#								%				TOTAL	18-49	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL							
LATE FRINGE-CONT'D																															
LATE MOVIE 1-CONT'D																															
1		12.00 - 12.30					A	1.9	14	159	484^	69v	69v	69v	LT	LT	LT	69v	69v	415^	LT	170v	170v	340v	245v	LT	LT	LT	LT		
2		12.30 - 1.00					A	1.5	13	126	556^	88v	88v	88v	LT	88v	88v	88v	LT	468v	LT	190v	317v	468v	151v	LT	LT	LT	LT		
3		1.00 - 1.30					A	1.4	16	117	453v	120v	120v	120v	LT	120v	120v	120v	LT	333v	LT	154v	333v	333v	LT	LT	LT	LT	LT		
LATE MOVIE II																															
1	MON.	12.40A	51	CBS FF	173	168	A	3.4	19	285	954	487	105^	522	186^	308	259	228	186^	281	71^	127^	140^	165^	133^	88^	39v	63^	60^		
1	TUE.	12.37A	51				B	4.2	24	352																					
1	WED.	12.37A	57																												
1	THU.	12.37A	43																												
1	FRI.	12.38A	46																												
2	MON.	12.48A	55																												
2	TUE.	1.06A	55																												
2	WED.	3.27A	49																												
2	THU.	12.52A	49																												
2	FRI.	12.36A	46																												
		12.30 - 1.00					A	3.9	17	327	991	461	122^	516	183	296	254	242	198	274	67^	107^	128^	165^	131^	127^	49^	74^	61^		
		1.00 - 1.30					A	3.6	20	302	987	523	89^	557	209	355	281	245	176^	265	86^	122^	122^	139^	133^	89^	46v	76^	76^		
		1.30 - 2.00					A	3.3	25	277	910	480	105^	480	133^	184^	198^	134^	242^	430	69v	264^	264^	274^	166^	LT	LT	LT	LT		
		3.30 - 4.00					A	1.2	17	101	208v	119v	119v	119v	LT	119v	119v	119v	LT	89v	LT	89v	89v	89v	LT	LT	LT	LT	LT		
		4.00 - 4.30					A	.9	16	75	213v	213v	213v	213v	LT	213v	213v	213v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
NBC LATE NIGHT MOVIE																															
					40	68	A	1.1	5	92	870^	327^	109v	414^	LT	207v	261v	304v	142v	315v	174v	282v	206v	141v	LT	54v	LT	87v	87v		
1 SUN. 11.45P 114 NBC FF 43 44																															
2 SUN. 12.00M 121																															
		11.30 - 12.00					A	1.4	4	117	829^	325v	77v	436v	51v	188v	248v	248v	137v	393v	248v	248v	248v	145v	145v	LT	LT	LT	LT		
		12.00 - 12.30					A	1.5	6	126	1214	325^	71v	436^	64v	230v	277^	325^	143v	571^	372^	507^	301^	199v	64v	48v	LT	159v	159v		
		12.30 - 1.00					A	1.2	6	101	891^	347^	80v	485^	LT	129v	248v	376^	217v	217v	59v	217v	217v	158v	LT	80v	LT	109v	109v		
		1.00 - 1.30					A	1.0	6	84	536^	286v	143v	286v	LT	203v	203v	83v	154v	154v	154v	119v	LT	96v	LT	LT	LT	LT	LT		
		1.30 - 2.00					A	.7	5	59	475v	340v	289v	340v	LT	289v	289v	LT	102v	85v	102v	LT	LT	LT	LT	LT	LT	LT	LT		
SATURDAY NIGHT																															
1	SAT.	11.30P	78	NBC GV	98	98	A	6.3	20	528	1523	537	209^	648	334	457	387	239	148^	522	264	422	346	237	91^	286	154^	67^	44v		
2	SAT.	11.30P	80				B	7.1	21	595																					
		11.30 - 12.00					A	7.0	19	587	1593	576	227	680	327	467	400	254	178^	534	250	401	333	245	117^	286	155^	93^	82^		
		12.00 - 12.30					A	6.2	20	520	1469	493	181^	608	317	441	357	231	131^	511	272	424	351	232	78^	302	152^	48v	26v		
		12.30 - 1.00					A	5.3	20	444	1516	540	227^	658	370	469	418	235^	126^	524	274	456	361	237^	68^	284	170^	50v	LT		
TONIGHT SHOW																															
1	M-F	11.30P	60	NBC GV	99	99	A	6.1	19	511	1368	624	209	692	214	385	345	344	242	503	210	328	264	238	149	142	57^	31^	31^		
2	MON.	11.47P	60				B	6.7	21	561																					
2	TUE.	11.57P	60																												
2	TH & F	11.30P	60																												
		11.30 - 12.00					A	6.9	19	578	1469	656	225	725	221	401	358	368	260	567	211	380	326	288	166	135	64^	42^	42^		
		12.00 - 12.30					A	5.7	19	478	1291	600	205	673	214	383	343	332	227	458	213	290	220	199	140	137	50^	23v	23v		
		12.30 - 1.00					A	4.2	18	352	1182	588	68v	605	185^	295^	255^	258^	233^	395	229^	281^	152^	151^	71v	171^	34v	LT	LT		
VIEWPOINT(S)																															
1	MON.	11.30P	118	ABC N	96		A	5.2	19	436	1186	575	243^	607	144^	287^	287^	374^	249^	507^	122v	209^	169^	249^	289^	72v	60v	LT	LT		
		11.30 - 12.00					A	6.1	17	511	1423	711	233^	726	221^	329^	284^	354^	341^	613	229^	374^	360^	286^	212^	84v	47v	LT	LT		
		12.00 - 12.30					A	5.2	18	436	1197	534	145^	566	156^	233^	261^	318^	232^	530	108v	248^	205^	300^	282^	101v	101v	LT	LT		
		12.30 - 1.00					A	4.8	20	402	1147	543^	331^	632	164^	349^	331^	432^	206^	431^	58v	87v	29v	227^	344^	84v	84v	LT	LT		
		1.00 - 1.30					A	4.5	24	377	894	483^	287^	483^	LT	234^	287^	427^	196^	411^	53v	53v	LT	165^	358^	LT	LT	LT	LT		

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

108 EXHIBIT 108 2ND JULY 1984 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. AUD. %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
*WEEKDAY DAYTIME																							
ABC DAYTIME NEWSBRIEF-M-F		2.57P	2	ABC N		45	205 208	A 7.4 26	620	1390	822 238	926 414	648 487	397 234	144 53^	92 65^	51^ 50^	156 124	164 98				
M-F								B 7.4 26	620														
ABC WORLD NEWS-MORN-615A		6.15A	15	ABC N		70	99 100	A 1.1 17	92	576^	186^ 76v	196^ LT	LT LT	120v 163^	304^ 185^	272^ 272^	98v LT	76v LT	LT LT				
M-F								B 1.1 14	92														
ABC WORLD NEWS-MORN-645A		6.45A	15	ABC N		198	157 157	A 1.8 19	151	1020	457 86v	477 86v	165^ 146^	179^ 291^	357^ 53v	139^ 185^	212^ 172^	33v 33v	153^ 153^				
M-F								B 2.0 16	168														
ALL MY CHILDREN						200	205 206	A 8.4 26	704	1433	828 234	911 501	696 510	316 159	198 102	156 111	61^ 41^	206 174	118 81				
1 MTUWF		1.00P	60	ABC DD		99	99	B 8.7 28	729														
1 THU.		1.24P	36																				
2 M-F		1.00P	60																				
1.00 - 1.30								A 8.1 25	679	1398	804 234	889 478	666 497	316 164	186 92	145 109	62^ 38^	212 177	111 79^				
1.30 - 2.00								A 8.8 28	737	1444	836 228	918 514	713 515	313 153	202 105	160 114	62^ 39^	202 171	122 79				
ANOTHER WORLD						193	201 201	A 5.5 19	461	1475	793 208	880 236	401 349	410 429	233 86^	115^ 83^	103^ 101^	197 104^	165 109^				
M-F		2.00P	60	NBC DD		99	99	B 5.6 19	469														
2.00 - 2.30								A 5.7 19	478	1483	782 209	866 221	393 348	408 426	253 102^	133 90^	107^ 102^	207 109^	157 106^				
2.30 - 3.00								A 5.3 18	444	1448	796 202	889 247	402 341	407 438	204 61^	90^ 74^	101^ 101^	183 95^	172 108^				
AS THE WORLD TURNS						194	204 204	A 7.5 24	629	1223	754 101	841 217	362 350	372 426	159 44^	52^ 43^	47^ 102	109 60^	114 96				
M-F		1.30P	60	CBS DD		99	99	B 7.8 26	654														

1.30 - 2.00								A 7.4 23	620	1276	764 104	861 231	380 354	369 432	177 50^	56^ 48^	55^ 116	113 58^	125 100				
2.00 - 2.30								A 7.5 25	629	1169	747 94	821 202	345 348	374 421	139 39^	47^ 37^	38^ 87^	104 62^	105 91				
BODY LANGUAGE						30	110 110	A 3.6 12	302	1172	630 33v	653 146^	261 292	262 341	235 79^	143^ 122^	89^ 83^	125^ 23v	159^ 106^				
M-F		4.00P	30	CBS PV		59	59	B 3.2 11	268														
CAPITOL						197	196 196	A 6.3 22	528	1239	732 85^	823 247	410 394	396 370	139 40^	50^ 32^	48^ 83^	135 60^	142 127				
M-F		2.30P	30	CBS DD		96	96	B 6.4 22	536														
CBS EARLY MORNING NEWS						200	131 131	A 1.3 19	109	917	487^ 211^	487^ 65v	239^ 294^	302^ 193^	403^ 55v	100v 119v	220^ 229^	LT LT	LT LT				
M-F		6.30A	30	CBS N		87	87	B 1.5 16	126														
CBS MORNING NEWS 1						200	198 198	A 3.1 21	260	1192	658 204^	661 142^	312 358	320 303	408 65^	154^ 139^	216^ 235	31v LT	92^ 50v				
M-F		7.30A	30	CBS N		99	99	B 3.4 17	285														
CBS MORNING NEWS 2						199	198 198	A 3.1 15	260	1227	636 158^	647 128^	277 296	245 339	369 104^	196^ 164^	150^ 162^	53v 19v	158^ 69^				
M-F		8.30A	30	CBS N		99	99	B 3.7 17	310														
DAYS OF OUR LIVES						196	206 206	A 7.6 24	637	1476	744 153	856 252	406 360	405 397	219 55^	90 88	127 107	232 132	169 126				
1 MTUWF		1.00P	60	NBC DD		99	99	B 7.2 23	603														
1 THU.		1.23P	37																				
2 M-F		1.00P	60																				
1.00 - 1.30								A 7.3 23	612	1467	761 155	856 244	407 363	425 396	224 51^	84^ 82^	132 120	236 135	151 110				
1.30 - 2.00								A 7.9 25	662	1482	728 153	852 256	403 358	386 396	215 61^	101 96	123 91	229 128	186 140				
DAYS OF OUR LIVES(B)						91	38	A 2.7 8	226	1527	677^ 48v	921^ 532^	687^ 332^	389^ 234v	191v LT	LT LT	128v 191v	43v 43v	372^ 372^				
1 THU.		1.00P	23	NBC DD																			
DIFFERENT STROKES M-F						15	136 137	A 3.8 13	318	1465	462 114^	560 201	289 202	223 236	132^ 69^	69^ 41v	33v 63^	346 176^	427 306				
M-F		12.00N	30	NBC CS		68	68	B 3.8 13	318	1512	422 123	549 229	304 208	193 223	146 59	83 72	63 56	415 211	402 284				

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11		
WEEKDAY DAYTIME CONT'D																															
PRICE IS RIGHT 2																															
M-F	11.30A	30	CBS	AP		197	204	204	A	9.3	35	779	1508	566	131	703	214	359	308	275	309	260	70	112	89	75	136	190	79	355	289
RYAN'S HOPE																															
M-F	12.30P	30	ABC	DD		200	178	177	A	4.5	15	377	1440	817	214	899	441	658	474	350	183	196	67	149	117	97	47	161	124	184	53
SALE OF THE CENTURY																															
M-F	10.30A	30	NBC	QG		194	155	155	A	5.0	20	419	1465	526	53	583	148	265	189	239	289	274	93	138	118	98	110	264	109	344	276
SCRABBLE																															
M-F	11.30A	30	NBC	QG		15	186	186	A	6.4	24	536	1442	629	93	718	186	309	239	345	375	191	45	70	54	87	109	195	84	338	253
SEARCH FOR TOMORROW																															
M-F	12.30P	30	NBC	DD		198	157	156	A	3.6	12	302	1507	756	137	810	193	309	322	424	421	278	76	76	66	113	186	230	98	189	120
TODAY SHOW-7.30AM																															
M-F	7.30A	30	NBC	N		200	199	200	A	3.2	21	268	1224	651	204	659	78	257	276	362	361	511	104	254	247	261	201	39	23	LT	LT
TODAY SHOW-8.30AM																															
M-F	8.30A	30	NBC	N		199	199	200	A	3.7	18	310	1255	729	158	735	103	251	293	365	417	393	84	158	169	203	183	75	36	52	38
\$25,000 PYRAMID																															
M-F	10.00A	30	CBS	QP		195	164	167	A	5.1	21	427	1384	608	136	725	147	278	274	317	402	267	101	139	130	82	115	150	75	242	206
WHEEL OF FORTUNE																															
						196	207	208	A	7.9	31	662	1378	646	101	725	171	290	241	299	397	212	52	81	57	93	123	170	76	271	198
M-F 11.00A 30 NBC QG 99 99																															
YOUNG AND THE RESTLESS 197 204 206																															
1 MTUWF 12.30P 60 CBS DD 99 99																															
1 THU. 12.30P 30																															
& 1.24P 6																															
2 M-F 12.30P 60																															
12.30 - 1.00																															
1.00 - 1.30																															
YOUNG AND THE RESTLESS(B) 130																															
1 THU. 1.00P 24 CBS DD 47																															
WEEKEND DAYTIME																															
ABC WEEKEND SPECIALS 35 187																															
1 SAT. 12.00N 30 ABC FV 95																															
ABC WIDE WORLD-SPORTS SAT 31 205 202																															
SAT. 5.00P 90 ABC SA 99 99																															
5.00 - 5.30																															
5.30 - 6.00																															
6.00 - 6.30																															
ALVIN AND THE CHIPMUNKS 41 200 198																															
SAT. 10.30A 30 NBC CA 97 97																															
AMERICAN BANDSTAND 33 172																															
1 SAT. 12.30P 60 ABC PC 84																															
12.30 - 1.00																															
1.00 - 1.30																															



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																		
IN THE NEWS- 1.26PM																		A	3.0	11	251	2096	434^148^	434^275^	327^235^	100^107^				287^203^	237^181^	69^50^	577 386^	798 639
SAT. 1.26P 3 CBS CN 89 88																		B	3.9	13	327													
LITTLES																		A	4.5	18	377	1817	302^146^	418 259^	376 362	140^42^				75^51^	51^75^	24^LT	133^99^	1191 639
SAT. 10.30A 30 ABC CA 96 96																		B	5.5	20	461													
MEET THE PRESS																		A	2.8	10	235	1055	502 238^	553 LT	77^132^	341^421^				413^119^	150^158^	213^255^	89^55^	LT LT
SUN. 12.30P 30 NBC CC 96 96																		B	2.9	9	243													
MENUDO-10:25AM																		A	4.5	19	377	1724	165^101^	268^61^	224^224^	191^44^				69^40^	40^69^	29^LT	79^45^	1308 718
SAT. 10.25A 4 ABC CN 99 99																		B	5.6	20	469													
MENUDO-11:55AM																		A	3.9	15	327	1939	239^116^	331^126^	217^202^	137^114^				80^51^	80^62^	29^LT	602 443	926 542
SAT. 11.55A 4 ABC CN 96 96																		B	4.9	18	411													
MICHIGAN 500(S)																		A	3.8	11	318	1557	305^88^	327^96^	182^182^	189^120^				989 517^	705^657^	414^178^	94^LT	147^73^
2 SUN. 2.00P 253 NBC SE 93																																		
2.00 - 2.30																		A	2.9	9	243	1284	239^62^	255^29^	124^124^	173^131^				889^334^	593^461^	481^223^	140^LT	LT LT
2.30 - 3.00																		A	3.3	10	277	1195	235^40^	235^65^	130^130^	141^105^				736^235^	404^481^	415^255^	144^LT	80^80^
3.00 - 3.30																		A	3.0	9	251	1363	119^36^	119^40^	40^40^	71^79^				1012 518^	658^617^	422^199^	104^LT	128^128^
3.30 - 4.00																		A	3.3	10	277	1903	275^62^	350^196^	265^189^	118^85^				1347 772^	1033 981	499^170^	43^LT	163^102^
4.00 - 4.30																		A	3.4	10	285	1751	281^81^	340^165^	211^186^	151^94^				1164 691^	852^787^	403^164^	74^LT	173^120^
4.30 - 5.00																		A	4.1	12	344	1535	311^90^	343^125^	180^192^	186^120^				985 543^	704 582^	402^173^	49^LT	158^84^
5.00 - 5.30																		A	4.0	11	335	1537	422^156^	422^99^	228^289^	275^133^				922 491^	668^663^	399^155^	20^20^	173^46^
5.30 - 6.00																		A	5.1	14	427	1806	395^138^	395^77^	189^247^	246^148^				1029 580	785 764	409^157^	171^19^	211^36^
6.00 - 6.30																		A	6.1	16	511	1628	449^80^	465 91^	291^200^	319^174^				849 461	643 537	340^123^	118^27^	196^81^
MR. T																		A	5.6	24	469	1452	152^195^	254 146^	199^181^	108^22^				163^108^	108^68^	10^55^	263 130^	772 434
SAT. 11.00A 30 NBC CA 97 87																		B	7.6	27	637													
MONCHHICHIS																		A	2.0	20	168	1417	100^65^	100^LT	65^65^	65^35^				41^41^	41^41^	LT LT	120^66^	1156 656^
SAT. 8.00A 30 ABC CA 95 95																		B	3.0	21	251													
NBC MAJOR LEAGUE PRE GAME																		A	5.1	19	427	1436	386 112^	431 264^	307 174^	95^119^				602 189^	346 299	244^250^	157^35^	246^192^
1 SAT. 1.30P 18 NBC SC 99 97																		B	5.1	19	427													
2 SAT. 1.00P 18																																		
NBC MAJOR LEAGUE BASEBALL																		A	6.6	22	553	1228	373 134^	387 104^	159^159^	133^199^				697 210^	313 288	226 338	32^LT	112^100^
1 SAT. 1.48P 162 NBC SE 99 97																		B	6.8	23	570													
2 SAT. 1.18P 175																																		
1.00 - 1.30																		A	4.5	17	377	1048	212^35^	212^93^	93^51^	62^119^				652 191^	396^396^	345^256^	93^21^	91^58^
1.30 - 2.00																		A	5.1	19	427	1349	363 94^	389 125^	187^144^	172^165^				721 241^	384 379	312 298	84^LT	155^110^
2.00 - 2.30																		A	6.3	22	528	1417	419 137^	470 138^	189^186^	178^220^				729 227	331 338	269 316	70^LT	148^109^
2.30 - 3.00																		A	6.7	23	561	1248	317 89^	331 80^	94^108^	72^213				733 200^	317 289	266 371	61^LT	123^114^
3.00 - 3.30																		A	6.9	23	578	1066	348 116^	348 101^	126^134^	81^201^				612 197^	239 198^	137^344	LT LT	106^106^
3.30 - 4.00																		A	7.3	24	612	1230	404 170^	404 83^	185^188^	165^203				684 205	294 248	174^354	LT LT	142^142^
4.00 - 4.30																		A	7.1	23	595	1257	469 232	469 143^	233 234	179^210				757 222	362 333	245 346	10^LT	21^21^
NBC MAJOR LEAGUE GAME-2																		A	6.7	19	561	1187	392^141^	391^90^	136^149^	145^238^				672 168^	291^315^	285^343^	81^15^	43^LT
2 SAT. 4.09P 162 NBC SE 95																		B	6.4	19	536													
4.00 - 4.30																		A	5.8	18	486	947	348^117^	348^128^	152^151^	78^175^				558 94^	224^255^	228^303^	41^33^	LT LT
4.30 - 5.00																		A	6.7	21	561	1084	326^113^	326^87^	116^124^	89^188^				647 108^	252^283^	246^364^	76^27^	35^LT
5.00 - 5.30																		A	7.0	21	587	1239	389^149^	389^91^	117^140^	131^249^				664 127^	246^277^	304^387^	90^25^	96^29^
5.30 - 6.00																		A	7.3	21	612	1243	407 147^	407 84^	116^138^	144^269^				721 195^	307^341^	307^380	60^LT	55^LT
CONT'D																																		

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKEND DAYTIME CONT'D																																	
NBC MAJOR LEAGUE G-CONT'D																																	
6.00 - 6.30																																	
6.30 - 7.00																																	
NEW FAT ALBERT SHOW																																	
SAT. 1.00P 30 CBS CA 27 173 167																																	
A 3.3 12 277																																	
B 3.9 13 327																																	
NEW SCOOPY & SCRAPPY DOO																																	
SAT. 9.00A 30 ABC CA 25 200 200																																	
A 4.1 22 344																																	
B 4.6 21 385																																	
ONE TO GROW																																	
ON-8:28AM																																	
SAT. 8.28A 2 NBC CN 29 184 185																																	
A 2.7 25 226																																	
B 3.9 25 327																																	
ONE TO GROW																																	
ON-8:58AM																																	
SAT. 8.58A 2 NBC CN 42 196 197																																	
A 3.6 23 302																																	
B 4.8 24 402																																	
ONE TO GROW																																	
ON-10:28AM																																	
SAT. 10.28A 2 NBC CN 39 206 206																																	
A 6.8 29 570																																	
B 8.5 31 712																																	
ONE TO GROW																																	
ON-10:58AM																																	
SAT. 10.58A 2 NBC CN 41 199 197																																	
A 6.2 25 520																																	
B 7.7 28 645																																	
ONE TO GROW																																	
ON-12:28PM																																	
SAT. 12.28P 2 NBC CN 26 148 144																																	
A 4.2 15 352																																	
B 5.1 17 427																																	
PAC-MAN																																	
SAT. 9.30A 30 ABC CA 42 198 196																																	
A 3.7 17 310																																	
B 5.0 20 419																																	
PUPPY-FURTHER ADVENTURES																																	
SAT. 11.00A 30 ABC CA 41 199 196																																	
A 4.2 16 352																																	
B 5.4 19 453																																	
RASCALS/RICHIE RICH																																	
SAT. 8.30A 30 ABC CA 42 192 192																																	
A 3.0 21 251																																	
B 3.9 20 327																																	
RUBIK, THE AMAZING CUBE																																	
SAT. 10.00A 30 ABC CA 42 198 198																																	
A 4.6 20 385																																	
B 5.9 22 494																																	
SATURDAY SUPERCAR																																	
SAT. 8.30A 60 CBS CA 42 195 196																																	
A 2.7 17 226																																	
B 4.7 23 394																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
A 2.4 17 201																																	
A 3.2 17 268																																	
SCHOOLHOUSE																																	
ROCK-8:25AM																																	
SAT. 8.25A 4 ABC CN 25 193 193																																	
A 2.2 20 184																																	
B 3.5 22 293																																	
SHIRT TALES																																	
SAT. 8.30A 30 NBC CA 42 196 197																																	
A 3.1 22 260																																	
B 4.4 23 369																																	
SMURFS I																																	
SAT. 9.00A 30 NBC CA 41 206 206																																	
A 4.9 26 411																																	
B 6.1 27 511																																	
SMURFS II																																	
SAT. 9.30A 30 NBC CA 41 205 206																																	
A 6.3 29 528																																	
B 7.7 30 645																																	
SMURFS III																																	
SAT. 10.00A 30 NBC CA 41 206 206																																	
A 7.1 30 595																																	
B 8.5 31 712																																	
SPIDERMAN/HULK I																																	
SAT. 11.30A 30 NBC CA 40 150 146																																	
A 4.3 17 360																																	
B 5.5 19 461																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+											
WEEKEND DAYTIME CONT'D																																				
SPIDERMAN/HULK 2														A	4.2	16	352	1412	174	186	228	130	185	86	55	43	134	51	79	79	83	55	121	68	929	574
SAT. 12.00N 30 NBC CA														B	5.6	19	469																			
SPORTSBEAT 2 SAT. 4.30P 30 ABC SC														A	3.2	10	268	1981	533	45	533	237	237	LT	161	296	713	438	438	214	140	216	369	86	366	164
														B	2.9	9	243																			
SPORTSWORLD 1 SUN. 4.06P 114 NBC SA														A	3.7	11	310	1887	740	322	744	378	457	410	192	209	659	166	359	328	365	255	109	LT	375	243
4.00 - 4.30														B	4.8	12	402																			
4.30 - 5.00														A	4.0	12	335	1666	620	230	620	337	409	373	143	140	797	160	442	408	470	294	40	LT	209	149
5.00 - 5.30														A	3.5	11	293	1949	720	260	720	388	460	396	137	195	770	164	401	347	409	328	103	LT	356	192
5.30 - 6.00														A	3.3	10	277	2083	855	448	855	421	534	494	240	242	596	140	286	271	354	275	116	LT	516	343
														A	3.9	11	327	1917	794	355	794	363	439	395	257	259	534	199	329	312	266	161	175	LT	414	281
SUNDAY MORNING SUN. 9.00A 90 CBS N														A	3.3	18	277	1137	596	216	596	98	199	242	299	354	448	90	176	216	209	232	32	LT	61	51
														B	4.5	20	377																			
9.00 - 9.30														A	2.8	18	235	1004	548	161	553	98	98	140	234	413	387	72	132	132	141	255	LT	LT	64	64
9.30 - 10.00														A	3.4	18	285	1133	632	222	632	84	221	263	327	369	438	94	154	206	182	232	35	LT	28	28
10.00 - 10.30														A	3.7	17	310	1239	595	253	599	105	248	296	327	303	491	97	223	275	271	216	62	33	87	61
TARZAN LORD OF JUNGLE SAT. 10.00A 30 CBS CA														A	3.7	16	310	1929	420	145	432	216	293	303	164	129	147	100	147	85	47	LT	502	255	848	574
														B	4.6	17	385																			
THIS WEEK-DAVID BRINKLEY 1 SUN. 11.30A 60 ABC N														A	3.9	14	327	1394	508	110	575	88	162	126	195	382	819	421	550	315	251	217	LT	LT	LT	LT
														B	3.9	12	327																			
11.30 - 12.00														A	3.9	14	327	1318	544	135	608	103	202	178	230	366	710	355	475	318	220	177	LT	LT	LT	LT
12.00 - 12.30														A	3.9	14	327	1456	468	79	535	67	116	70	162	398	921	486	622	306	275	257	LT	LT	LT	LT
THIS WEEK-DAVID BRINKL(B) 2 SUN. 1.20P 60 ABC N														A	2.0	7	168	1423	649	262	649	178	315	238	180	334	655	150	333	208	314	322	77	LT	42	LT
1.00 - 1.30														A	2.7	9	226	1243	540	288	540	146	239	239	154	301	703	114	358	275	434	345	LT	LT	LT	LT
1.30 - 2.00														A	1.8	6	151	1656	676	245	676	265	365	199	166	311	782	192	424	265	378	358	106	LT	92	LT
2.00 - 2.30														A	1.8	6	151	1318	735	311	735	86	318	318	232	417	477	119	205	93	153	272	106	LT	LT	LT
THUNDARR SAT. 12.30P 30 NBC CA														A	3.0	12	251	1602	120	176	211	86	179	179	93	32	219	83	115	115	88	104	192	100	980	653
														B	4.8	16	402																			
U.S. OLYMPIC TRIALS-SUN(S) 1 SUN. 3.00P 60 ABC SE														A	3.8	12	318	1233	642	233	642	204	378	406	202	236	469	191	248	247	146	187	28	LT	94	94
3.00 - 3.30														A	3.8	12	318	1053	629	255	629	180	327	355	175	274	380	110	167	208	153	172	LT	LT	44	44
3.30 - 4.00														A	3.8	11	318	1390	639	202	639	226	417	444	218	195	554	274	331	286	132	198	52	LT	145	145
U.S. WOMENS OPEN GOLF-SAT(S) 1 SAT. 3.30P 90 ABC SE														A	3.0	10	251	1390	473	231	533	247	290	216	250	215	538	175	251	171	239	287	124	76	195	195
3.30 - 4.00														A	3.0	10	251	1195	470	112	534	223	310	310	251	224	295	LT	44	44	188	251	187	124	179	179
4.00 - 4.30														A	3.0	10	251	1371	514	327	562	274	318	196	244	211	550	182	251	165	247	299	124	76	135	135
4.30 - 5.00														A	3.1	10	260	1531	427	239	485	238	238	134	247	201	739	323	439	297	282	300	53	27	254	254
U.S. WOMENS OPEN GOLF-SUN(S) 1 SUN. 4.00P 125 ABC SE														A	3.3	10	277	1253	444	108	459	33	123	159	220	289	748	122	368	371	365	351	LT	LT	43	43
4.00 - 4.30														A	3.0	9	251	1243	462	116	462	64	131	203	139	259	721	215	442	383	319	279	LT	LT	60	60
4.30 - 5.00														A	3.0	9	251	1279	490	172	490	LT	87	215	259	275	722	159	387	328	327	335	LT	LT	67	67
5.00 - 5.30														A	3.1	9	260	1185	357	54	357	LT	88	88	211	269	762	77	347	378	385	384	LT	LT	66	66
5.30 - 6.00														A	4.1	11	344	1233	433	59	433	14	119	119	239	314	800	71	341	407	424	393	LT	LT	LT	LT

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JULY 9, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,610 23.4											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,380 10.0											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 8.9	8.9* 19 *		9.4* 18 *		11.3* 20 *		10.4* 17 *		10.1* 17 *	9.9	10.1* 17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,830 16.5				27,990 33.4							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,550 11.4	10.8* 23 *		12.1* 23 *	17,770 21.2	16.9* 30 *		20.8* 35 *		23.1* 39 *	23.4	24.0* 41 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10.3	11.2	11.8	12.4	15.6	18.2	20.1	21.4	23.0	23.2	23.4	24.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					15,750 18.8				15,420 18.4							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,560 12.6	12.2* 25 *		13.0* 25 *	9,050 10.8	10.4* 18 *		10.7* 18 *		11.0* 18 *	11.2	11.2* 19 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11.9	12.5	13.0	12.9	10.4	10.4	10.6	10.9	10.8	11.1	11.2	11.2
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					11,560 13.8				12,490 14.9							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,960 8.3	8.6* 17 *		8.1* 15 *	5,700 6.8	6.4* 13 *		6.5* 12 *		7.3* 13 *	7.2	7.2* 13 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					8.7	8.5	8.3	7.8	6.6	6.1	6.4	6.5	7.4	7.2	7.3	7.2
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					14,830 17.7				16,760 20.0							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,390 12.4	11.8* 24 *		13.1* 25 *	6,870 8.2	8.6* 17 *		7.7* 14 *		8.1* 15 *	7.9	8.3* 16 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11.6	12.1	12.8	13.3	9.1	8.2	7.7	7.6	8.1	8.1	7.9	8.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					13,160 15.7				15,500 18.5							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,960 9.5	8.8* 18 *		10.2* 19 *	5,200 6.2	5.9* 12 *		5.3* 10 *		6.2* 11 *	6.4	6.5* 12 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					8.3	9.3	9.9	10.5	6.2	5.5	5.2	5.4	6.1	6.3	6.4	6.6
TV HOUSEHOLDS USING TV WK. 1		47.2	48.0	47.2	47.7	47.5	48.5	50.4	52.5	55.9	58.4	59.2	60.4	59.7	59.2	59.2	58.1
(See Def. 1) WK. 2		47.6	48.4	48.4	49.3	49.5	50.3	51.5	53.1	52.7	53.8	55.3	56.0	55.0	54.1	52.5	51.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. JULY 16, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 10, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,730 14.0 (1) (SD)-OP	29,160 34.8										
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,980 13.1	16,840 20.1										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.0	35 14.4		16.7* 32 *		20.1* 35 *		21.9* 37 *		22.3* 37 *		22.7* 38 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,270 21.8											
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,210 9.8	8.0*		8.3*		9.8*		9.9*		11.0*		11.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 8.2	15 *		15 *		17 *		16 *		18 *		20 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)					18,270 21.8				16,090 19.2				14,920 17.8			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,240 15.8	14.7*		16.9*		11,400 13.6		14.0*		11,150 13.3		13.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 13.6	28 *		31 *		23 13.4		23 *		22 *		23 *
W E K 4	TOTAL AUDIENCE (Households (000) & %)					7,880 9.4		8,550 10.2		8,210 9.8	15,420 18.4						
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,030 7.2		7,040 8.4		6,790 8.1	6,540 7.8		7.1*		7.5*		8.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 7.0		16 7.4		15 7.6	15 9.0		13 *		14 *		15 *
W E K 5	TOTAL AUDIENCE (Households (000) & %)					8,800 10.5		6,960 8.3		16,930 20.2							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,040 8.4		6,030 7.2		7,120 8.5	7.3*		7.9*		9.1*		10.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 8.4		13 7.5		16 6.9	14 *		14 *		17 *		19 *
W E K 6	TOTAL AUDIENCE (Households (000) & %)					17,680 21.1				15,340 18.3							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,240 15.8	14.5*		17.2*		7,290 8.7		8.4*		8.4*		8.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 13.4	29 *		32 *		16 9.7		15 *		16 *		16 *

U.S. TV Households: 83,800,000

(1) ALL STAR BASEBALL PRE GM, ABC, (8:00-8:17PM) (S)

For explanation of symbols, See page A.

EVE.TUE. JULY 17, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 11, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

14,330					17.1				22,460							
									26.8							
					FALL GUY (R)(SD)				ABC WEDNESDAY NIGHT MOVIE MONEY ON THE SIDE(R) (SD)							
10,140									14,410							
12.1					11.1*				17.2							
25					23 *				31							
10.5					11.6		12.7	13.5	14.5		15.6	16.3	17.0	18.4	18.9	18.5

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

10,310									13,320							
12.3									15.9							
					CROSSROADS (SD)				CBS WEDNESDAY NIGHT MOVIE ANGEL CITY(R)							
6,790									7,370							
8.1					7.9*				8.8							
17					17 *				16							
8.3					7.5		8.2	8.4	6.8		7.2	8.1	8.2		8.9	10.6

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %  
TOTAL AUDIENCE {  
(Households (000) & %)

10,640						10,220			12,910			10,390			10,560	
12.7						12.2			15.4			12.4			12.6	
					DOUBLE TROUBLE (R)		JENNIFER SLEPT HERE (R)(SD)		FACTS OF LIFE (R)		DUCK FACTORY		ST. ELSEWHERE (R)			
8,970						8,880			11,060			8,460			7,460	
10.7						10.6			13.2			10.1			8.9	
22						21			24			18			16	
10.5					10.8	10.3	10.9		12.9	13.5	10.1	10.1		9.0	8.9	8.8

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

11,230									21,120							
13.4									25.2							
					FALL GUY (R)(SD)				DEMOCRAT. CONV. WED- 9:00PM (9:00-12:07AM) (SD)-OP							
7,630									7,460							
9.1					8.1*				8.9						8.3*	8.6*
19					17 *				17						15 *	15 *
7.6					8.6		9.7	10.7	7.9	7.7	8.0	8.2		8.2	8.4	8.0

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

8,880									20,030							
10.6									23.9							
					CROSSROADS (SD)				CAMPAIGN '84 WEDNESDAY (9:00-1:49AM) -OP							
5,610									5,870							
6.7					6.4*				7.0						8.7*	9.0*
14					14 *				15						16 *	16 *
6.4					6.3		6.8	7.4	7.5	7.5	7.8	8.0		8.7	8.8	9.1

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

9,720						9,470			14,830							
11.6						11.3			17.7							
					DOUBLE TROUBLE (R)		JENNIFER SLEPT HERE (R)(SD)		DECISION '84-DEM CONV-WED (9:00-11:11AM) -OP							
7,880						7,960			6,200							
9.4						9.5			7.4						7.5*	7.2*
22						21			14						13 *	13 *
9.0					9.8	9.2	9.8		7.7	7.2	7.0	7.2		7.5	7.5	7.4

TV HOUSEHOLDS USING TV	WK. 1	45.4	46.9	46.6	47.4	47.3	47.9	48.8	50.8	53.9	56.5	57.1	57.2	55.9	56.0	55.1	53.8
(See Def. 1)	WK. 2	45.3	45.5	45.0	45.3	45.5	47.5	50.7	53.2	53.4	54.7	56.6	57.3	56.6	56.6	55.7	53.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. JULY 18, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 12, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						7,040 8.4		4,860 5.8		9,640 11.5				14,330 17.1			
	ABC TV						HAPPY DAYS		ABC COMEDY SPECIAL				LOTTERY (R)(SD)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						5,610 6.7		4,190 5.0		6,700 8.0		7.3*		8.6*		10,140 12.1	12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						15 6.8	6.7	11 4.8	5.1	15 7.0	14 *	7.6	8.5	15 *	8.8	23 12.3	23 * 12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,250 18.2				14,750 17.6				11,820 14.1			
	CBS TV							MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)					KNOTS LANDING (R)	
	AVERAGE AUDIENCE (Households (000) & %)						10,890 13.0	12.1*		14.0*	11,230 13.4	12.6*			14.3*		7,880 9.4	9.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 11.7	27 *	30 *	14.3	25 12.1	24 *	14.2	14.3	26 *	14.3	18 9.4	17 * 9.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						9,470 11.3		11,060 13.2		13,240 15.8		11,480 13.7		16,090 19.2			
	NBC TV						GIMME A BREAK (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)(SD)				HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,300 9.9		9,470 11.3		10,890 13.0		10,220 12.2		11,730 14.0		13.6*	14.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 9.7	10.2	24 10.9	11.8	25 12.6	13.4	22 12.1	12.4	26 13.0	14.1	25 * 14.2	27 * 14.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						8,800 10.5		13,160 15.7									
	ABC TV						HAPPY DAYS						DEMOCRAT. CONV. THU- 8:30PM (8:30-10-52PM) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)						7,040 8.4		6,370 7.6	5.7*		7.1*		7.9*		9.0*		8.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 8.6	8.2	15 5.3	12 *	7.1	14 *	7.1	14 *	8.1	16 *	9.1	16 * 8.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						6,620 7.9		17,260 20.6									
	CBS TV						ONE DAY AT A TIME-SPECIAL (R)						CAMPAIGN '84 THURSDAY (8:30-11:14PM) -SD					
	AVERAGE AUDIENCE (Households (000) & %)						5,530 6.6		7,210 8.6	7.5*		8.3*		9.3*		9.5*		8.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						14 6.4	6.9	16 7.3	16 *	8.4	16 *	8.3	17 *	9.6	17 *	9.4	17 * 8.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						11,230 13.4		14,410 17.2									
	NBC TV						GIMME A BREAK (R)						DECISION '84-DEM CONV THU					
	AVERAGE AUDIENCE (Households (000) & %)						9,470 11.3		5,780 6.9	7.0*		6.5*		6.8*		6.9*		7.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 10.6	11.9	13 7.3	15 *	6.7	13 *	6.3	12 *	6.8	12 *	7.1	14 * 7.5
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.6	45.8	44.9	44.5	44.4	45.9	46.2	47.6	50.2	53.2	55.3	55.7	54.0	54.1	52.9	52.0
		WK. 2	44.0	45.1	45.0	45.6	45.3	46.7	47.4	49.2	51.7	53.2	55.2	56.6	55.6	54.6	52.9	51.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. JULY 19, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 13, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,840 18.9												
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						6,700 8.0	6.5*		6.8*		7.9*		8.3*		9.0*		9.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 6.6	16 *		16 *		17 *		17 *		18 *		17 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,730 14.0				12,490 14.9				12,740 15.2				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						8,210 9.8	8.8*		10.8*	9,130 10.9	10.0*		11.7*	9,220 11.0	10.6*		11.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 8.2	21 *		25 *	22 9.6	21 *		23 *	22 10.6	21 *		22 *	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						11,820 14.1				15,250 18.2								
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						8,300 9.9	9.7*		10.1*	9,220 11.0	10.1*		10.6*		11.2*		12.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 9.5	23 *		23 *	22 9.9	21 *		21 *		22 *		24 *	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						15,590 18.6												
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						6,790 8.1	6.5*		6.6*		7.9*		8.0*		8.9*		9.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 6.4	15 *		14 *		16 *		16 *		17 *		18 *	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						12,320 14.7				12,490 14.9				11,400 13.6				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						8,460 10.1	9.6*		10.7*	8,630 10.3	9.7*		11.0*	8,040 9.6	9.6*		9.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 9.2	22 *		23 *	20 9.7	20 *		21 *	19 9.9	19 *		18 *	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						10,560 12.6				19,270 23.0								
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						8,040 9.6	9.1*		10.1*	11,230 13.4	11.8*		12.1*		14.3*		15.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 8.7	21 *		22 *	26 11.6	24 *		23 *		28 *		30 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	42.3	42.0	41.3	41.6	41.3	41.8	42.9	44.8	46.4	49.2	50.3	51.0	51.0	50.7	50.6	50.5	50.3
		WK. 2	41.2	42.0	42.4	43.0	42.7	44.4	45.5	47.9	48.9	50.0	51.0	52.0	51.8	51.6	51.4	51.3	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. JULY 20, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 14, 1984

W  
E  
E  
K  
1TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV  
(See Def. 1)WK. 1  
WK. 2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. JULY 21, 1984

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

12,740  
15.2T.J. HOOKER  
(R)(SD)14,410  
17.2LOVE BOAT  
(R)(SD)13,490  
16.1FANTASY ISLAND  
(R)9,130  
10.9

10.3\*

26

25 \*

11.6\*

27 \*

10,310  
12.3

11.4\*

25 \*

13,330  
12.2

12.2\*

26 \*

10,220  
12.1

12.3

12.1

12.3\*

26 \*

12.5

3,850  
4.6

MAMA MALONE

5,110  
6.1SUMMER  
(SD)12,990  
15.5CBS SATURDAY NIGHT MOVIE  
HIDE IN PLAIN SIGHT(R)3,020  
3.6

9

3.8

3,690  
4.4

10

3.9

6,790  
8.1

6.6\*

17

15 \*

7,710  
9.2

7.3\*

15 \*

6,540  
7.8

8.9\*

19 \*

7,790  
9.3

9.7\*

21 \*

10.0

9,130  
10.9DIFF'RENT  
STROKES-SAT.  
(R)8,300  
9.9SILVER SPOONS  
(R)(SD)7,710  
9.2MAMA'S FAMILY  
(R)6,540  
7.8PEOPLE ARE  
FUNNY  
(R)(SD)7,790  
9.3

ROUSTERS

7,540  
9.0

22

8.3

7,040  
8.4

20

8.6

6,620  
7.9

17

7.7

5,530  
6.6

14

6.5

5,530  
6.6

14

6.4

6.4\*

14 \*

6.8\*

14 \*

6.9

12,150  
14.5T.J. HOOKER  
(R)(SD)15,000  
17.9LOVE BOAT  
(R)(SD)14,330  
17.1FANTASY ISLAND  
(R)8,460  
10.1

9.1\*

23

21 \*

8.7

11,110  
11.1\*

24 \*

11.6

11,230  
13.4

12.5\*

27

26 \*

14,330  
14.1

14.3\*

29 \*

11,060  
13.2

12.7\*

27

26 \*

13.6\*

28 \*

13.7

5,280  
6.3

MAMA MALONE

12,570  
15.0CBS SATURDAY NIGHT MOVIE  
CHARIOTS OF FIRE(R)  
(SD)4,110  
4.9

11

5.2

6,120  
7.3

15

5.7

5.9\*

13 \*

7.1

7.5

7.3\*

15 \*

7.4\*

7.1

7.6\*

15 \*

7.6

7.6

8.0

8.2\*

17 \*

10,220  
12.2DIFF'RENT  
STROKES-SAT.  
(R)10,310  
12.3SILVER SPOONS  
(R)(SD)9,300  
11.1MAMA'S FAMILY  
(R)8,380  
10.0PEOPLE ARE  
FUNNY  
(R)9,800  
11.7

ROUSTERS

8,880  
10.6

25

10.3

8,880  
10.6

23

10.2

8,040  
9.6

20

9.5

7,370  
8.8

18

9.0

7,210  
8.6

8.6

8.6\*

17 \*

8.6

8.4

8.6\*

18 \*

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 14, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {  
(Households (000) & %)

3,520  
4.2

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE {  
(Households (000) & %)

3,180  
3.8

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

10  
3.8

W

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

9,220  
11.0

## NBC TV

SATURDAY NIGHT  
(11:30-12:48AM)  
(SUSTAINING 12:48-1:00AM)

AVERAGE AUDIENCE {  
(Households (000) & %)

5,200  
6.2

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

19  
6.7

6.8\*  
19 \*

6.3\*  
20 \*

5.0\*  
19 \*

6.7

6.0

5.1

4.5

TOTAL AUDIENCE {  
(Households (000) & %)

4,530  
5.4

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE {  
(Households (000) & %)

4,360  
5.2

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

14  
5.2

W

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

9,970  
11.9

## NBC TV

SATURDAY NIGHT  
(11:30-12:50AM)  
(SUSTAINING 12:50-1:00AM)

AVERAGE AUDIENCE {  
(Households (000) & %)

5,360  
6.4

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

20  
7.7

7.2\*  
20 \*

6.1\*  
19 \*

5.5\*  
20 \*

6.2

5.9

5.6

5.2

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

45.5	42.8	37.6	34.6	32.1	30.3	26.6	24.2	21.5	19.6	16.8	13.9	12.2	11.0	10.4	9.5
45.5	42.1	37.8	35.0	32.5	30.1	27.4	25.7	22.4	21.1	18.5	16.2	13.9	12.1	10.6	9.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. JULY 21, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 15, 1984

W  
E  
E  
K  
1

TOTAL AUDIENCE (Households (000) & %)		{		10,220 12.2					20,280 24.2												
				RIPLEY'S BELIEVE IT-NOT (R)(SD)								USFL CHAMPIONSHIP GAME PHILADELPHIA VS ARIZONA (8:00-11:14PM) (SD)									
AVERAGE AUDIENCE (Households (000) & %)		{		6,620 7.9	6.7*		9.0*	8,130 9.7	8.3*		8.8*		9.6*		9.2*		10.7*		11.6*		
SHARE OF AUDIENCE %				18	16 *		20 *	19	18 *		18 *		19 *		17 *		20 *		22 *		
AVG. AUD. BY ¼ HR.		%		5.9	7.5	8.6	9.5	8.4	8.3	8.7	8.8	9.4	9.9	8.9	9.4	10.5	10.9	12.0	11.3		
TOTAL AUDIENCE (Households (000) & %)		{		16,420 19.6				9,890 11.8	10,390 12.4			14,250 17.0	18,770 22.4				9,890 11.8				
				60 MINUTES (R)				AFTERMASH (R)		JEFFERSONS (R)(SD)		ALICE (R)		TRAPPER JOHN, M.D. (R)		CAMPAIGN '84: PRE CONV.					
AVERAGE AUDIENCE (Households (000) & %)		{		11,730 14.0	13.4*		14.7*	8,460 10.1	8,880 10.6		11,820 14.1	12,740 15.2	13.8*			16.6*	8,550 10.2				
SHARE OF AUDIENCE %				32	31 *		33 *	22	21		26	28	25 *			30 *	20				
AVG. AUD. BY ¼ HR.		%		12.7	14.0	14.6	14.8	10.0	10.2	10.0	11.3	13.0	15.2	13.2	14.4	16.5	16.7	10.2	10.3		
TOTAL AUDIENCE (Households (000) & %)		{		4,860 5.8				13,910 16.6				23,970 28.6									
				SUMMER SUNDAY USA				KNIGHT RIDER (R)(SD)								NBC SUNDAY NIGHT MOVIE FORBIDDEN PARADISE					
AVERAGE AUDIENCE (Households (000) & %)		{		2,680 3.2	3.5*		2.9*	10,140 12.1	10.2*		13.9*	12,820 15.3	13.3*		14.1*		15.1*		18.8*		
SHARE OF AUDIENCE %				7	8 *		6 *	25	22 *		28 *	28	25 *		26 *		27 *		36 *		
AVG. AUD. BY ¼ HR.		%		3.8	3.1	3.0	2.8	9.3	11.2	13.3	14.5	13.9	12.8	14.2	13.9	14.7	15.5	18.7	18.8		

W  
E  
E  
K  
2

TOTAL AUDIENCE (Households (000) & %)		{ 9,890 11.8				{ 12,230 14.6				{ 17,350 20.7							
ABC TV		← RIPLEY'S BELIEVE IT-NOT (R) →				← HARDCASTLE & MCCORMICK (R)(SD) →				← ABC SUNDAY NIGHT MOVIE MIDNIGHT EXPRESS(R) (9:00-11:24PM) (SD) →							
AVERAGE AUDIENCE (Households (000) & %)		{ 6,370 7.6		{ 6.7*		{ 8.5*		{ 8,880 10.6		{ 10.3*		{ 10.8*		{ 9,550 11.4		{ 11.1*	
SHARE OF AUDIENCE %		{ 18		{ 16 *		{ 20 *		{ 22		{ 22 *		{ 21 *		{ 22		{ 21 *	
AVG. AUD. BY ¼ HR. %		{ 6.0		{ 7.3		{ 8.3		{ 8.8		{ 10.2		{ 10.5		{ 10.6		{ 10.9	
TOTAL AUDIENCE (Households (000) & %)		{ 17,260 20.6						{ 7,370 8.8				{ 6,450 7.7				{ 11,560 13.8	
CBS TV		← 60 MINUTES (R) →				← GOODNIGHT, BEANTOWN (R) →				← FOUR SEASONS (R)(SD) →				← JEFFERSONS (R) →			
AVERAGE AUDIENCE (Households (000) & %)		{ 11,650 13.9		{ 14.0*		{ 13.9*		{ 6,290 7.5		{ 5,780 6.9		{ 9,800 11.7		{ 11,820 14.1		{ 12,150 14.5	
SHARE OF AUDIENCE %		{ 32		{ 33 *		{ 32 *		{ 16		{ 14		{ 23		{ 26		{ 28	
AVG. AUD. BY ¼ HR. %		{ 13.6		{ 14.4		{ 13.6		{ 14.2		{ 7.8		{ 7.2		{ 6.3		{ 7.4	
TOTAL AUDIENCE (Households (000) & %)		{ 4,110 4.9						{ 11,980 14.3				{ 18,860 22.5					
NBC TV		← SUMMER SUNDAY USA →				← KNIGHT RIDER (R)(SD) →				← NBC SUNDAY NIGHT MOVIE SHOGUN(R) (9:00-11:30PM) (SD) →							
AVERAGE AUDIENCE (Households (000) & %)		{ 2,600 3.1		{ 3.1*		{ 3.1*		{ 8,800 10.5		{ 9.0*		{ 11.9*		{ 12.5		{ 12.0*	
SHARE OF AUDIENCE %		{ 7		{ 7 *		{ 7 *		{ 22		{ 19 *		{ 24 *		{ 24		{ 23 *	
AVG. AUD. BY ¼ HR. %		{ 3.2		{ 3.1		{ 2.9		{ 3.2		{ 8.1		{ 10.0		{ 11.4		{ 12.3	

<b>TV HOUSEHOLDS USING TV</b>	<b>WK. 1</b>	41.9	43.5	44.4	45.1	45.3	46.9	48.7	51.1	52.5	54.9	54.7	54.9	54.9	55.2	52.5	51.3
<b>(See Def. 1)</b>	<b>WK. 2</b>	42.0	43.0	42.5	43.8	44.9	47.5	49.1	51.5	51.5	52.5	53.2	53.7	52.7	52.6	52.3	52.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.SUN. JULY 22, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 15, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

WEEK 1

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

WEEK 2

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1	47.7	43.1	36.9	32.8	28.7	25.4	21.7	18.6	15.7	14.2	12.2	10.5	8.8	7.9	6.8	5.8
WK. 2	49.6	46.0	38.4	32.2	27.3	24.3	21.9	19.5	17.0	15.1	13.1	11.4	9.9	8.8	7.9	7.3

U.S. TV Households: 83,800,000

(1)USFL CHAMPIONSHIP GAME, PHILADELPHIA VS ARIZONA, ABC, (8:00-11:14AM)(S)

For explanation of symbols, See page A

EVE.SUN. JULY 22, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 9-13, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.8		{		4,690 5.6											
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)		{									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.7		{		3,770 4.5		{									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 3.5 3.8		{		23 4.4 4.7		{									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,180 3.8		{		2,850 3.4		{		4,940 5.9		5,360 6.4					
	CBS TV		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		\$25,000 PYRAMID		PRESS YOUR LUCK					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,600 3.1		{		2,430 2.9		{		4,110 4.9		4,530 5.4					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 3.2 3.1		{		15 2.8 2.9		{		20 4.4 5.4		21 5.3 5.5					
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	3,350 4.0		{		3,690 4.4		{		5,700 6.8		4,940 5.9					
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		FACTS OF LIFE M-F		SALE OF THE CENTURY					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,680 3.2		{		3,020 3.6		{		4,860 5.8		4,110 4.9					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 3.1 3.2		{		18 3.7 3.5		{		24 5.5 6.1		19 4.7 5.1					
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	3,940 4.7		{		4,440 5.3		{									
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)		{									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.8		{		3,770 4.5		{									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 3.7 3.8		{		22 4.4 4.5		{									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	3,100 3.7		{		3,440 4.1		{		5,200 6.2		5,780 6.9					
	CBS TV		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		\$25,000 PYRAMID		PRESS YOUR LUCK					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,510 3.0		{		2,770 3.3		{		4,360 5.2		5,030 6.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 3.0 3.0		{		16 3.3 3.3		{		21 4.8 5.6		24 5.9 6.0					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	3,440 4.1		{		3,940 4.7		{		5,950 7.1		5,200 6.2					
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		FACTS OF LIFE M-F		SALE OF THE CENTURY					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,680 3.2		{		3,180 3.8		{		5,030 6.0		4,270 5.1					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 3.1 3.2		{		18 3.8 3.9		{		25 5.7 6.3		20 5.0 5.3					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	9.3	10.5	11.9	13.3	15.4	16.9	17.9	18.8	20.1	21.3	21.8	22.8	23.4	24.8	25.0	25.8
		WK. 2	8.4	9.9	11.5	13.4	15.6	17.7	19.1	20.1	21.1	21.9	22.1	22.9	23.9	24.8	25.1	25.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 16-20, 1984

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 9-13, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,600 3.1		{ 3,270 3.9		{ 4,780 5.7		{ 4,610 5.5		{ 9,390 11.2				{ 8,130 9.7				
	ABC TV	LOVE REPORT-M-F		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN >(SUS-OP)				ONE LIFE TO LIVE (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,180 2.6		{ 2,850 3.4		{ 3,850 4.6		{ 3,770 4.5		{ 7,290 8.7				{ 6,030 7.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 10 2.6		{ 13 2.5		{ 16 3.2		{ 15 3.5		{ 27 8.7		{ 26* 8.4*		{ 28* 8.9*		{ 25 7.1*	{ 25* 7.3*	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,120 8.5		{ 9,050 10.8				{ 9,640 11.5				{ 8,130 9.7					{ 6,030 7.2	
	CBS TV	PRICE IS RIGHT-1		PRICE IS RIGHT-2 (SD)				YOUNG AND THE RESTLESS >(SUS-OP)(OP)				AS THE WORLD TURNS					CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.0		{ 7,630 9.1				{ 7,370 8.8	{ 8.7*			{ 6,370 7.6					{ 5,450 6.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 6.6		{ 34 7.5				{ 29 8.4	{ 30* 9.0			{ 30* 11.2		{ 25 7.7		{ 26* 7.5	{ 23 6.4	
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 8,130 9.7		{ 6,540 7.8		{ 3,690 4.4		{ 3,690 4.4		{ 7,960 9.5				{ 6,200 7.4				
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES >(SUS-OP)(OP)				ANOTHER WORLD (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.1		{ 5,450 6.5		{ 3,180 3.8		{ 3,100 3.7		{ 6,450 7.7				{ 4,610 5.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 32 7.9		{ 24 6.4		{ 13 3.6		{ 12 4.0		{ 24 7.1		{ 23* 7.5		{ 25* 7.9		{ 19* 5.4	{ 18* 5.5	
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 2,850 3.4		{ 3,100 3.7		{ 4,530 5.4		{ 4,360 5.2		{ 9,550 11.4				{ 7,710 9.2				
	ABC TV	LOVE REPORT-M-F		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,260 2.7		{ 2,680 3.2		{ 3,690 4.4		{ 3,770 4.5		{ 6,960 8.3				{ 5,610 6.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 10 2.7		{ 12 2.7		{ 15 3.1		{ 15 3.3		{ 26 4.2		{ 25* 4.6		{ 27* 8.2		{ 23* 6.6	{ 23* 6.5	
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 7,460 8.9		{ 9,390 11.2				{ 9,890 11.8				{ 7,790 9.3					{ 5,700 6.8	
	CBS TV	PRICE IS RIGHT-1		PRICE IS RIGHT-2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS					CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,370 7.6		{ 7,960 9.5				{ 7,460 8.9	{ 8.8*			{ 6,120 7.3					{ 5,030 6.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 29 7.3		{ 36 7.9				{ 31 8.8	{ 31* 8.8			{ 30* 9.0		{ 24 7.2		{ 23* 7.3	{ 21 5.9	
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,710 9.2		{ 6,200 7.4		{ 3,850 4.6		{ 3,520 4.2		{ 7,960 9.5				{ 6,200 7.4				
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,450 7.7		{ 5,200 6.2		{ 3,180 3.8		{ 3,020 3.6		{ 6,290 7.5				{ 4,690 5.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 30 7.5		{ 23 7.9		{ 13 6.1		{ 12 6.3		{ 24 3.7		{ 23* 4.0		{ 26* 3.5		{ 19* 3.6	{ 19* 5.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.8	26.5	26.7	27.6	29.0	30.3	29.8	30.7	31.3	32.0	31.6	31.4	29.7	29.5	29.0	29.2
		WK. 2	26.1	26.8	26.9	27.6	28.6	29.4	29.3	29.9	30.7	31.6	31.2	31.4	30.0	29.9	29.3	29.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 16-20, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 9-13, 1984

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,640 11.5						2,430 2.9									8,380 10.0
	ABC TV	GENERAL HOSPITAL						EDGE OF NIGHT									ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,630 9.1						2,100 2.5									7,120 8.5
	SHARE OF AUDIENCE %	30	8.9*			9.3*		8									19
	AVG. AUD. BY ¼ HR.	% 8.7	9.1	9.4	9.2	2.7	2.4									8.6	8.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,130 9.7						3,690 4.4									9,800 11.7
	CBS TV	GUIDING LIGHT (SD)						BODY LANGUAGE									CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,450 7.7						3,100 3.7									8,300 9.9
	SHARE OF AUDIENCE %	25	7.8*			7.7*		12									22
	AVG. AUD. BY ¼ HR.	% 7.7	7.9	7.9	7.5	3.7	3.8									9.9	10.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,360 5.2															8,380 10.0
	NBC TV	MATCH GM/HOLLYWOOD SQS HR															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.7															7,040 8.4
	SHARE OF AUDIENCE %	12	3.4*			3.9*		13*									19
	AVG. AUD. BY ¼ HR.	% 3.3	3.5	3.8	4.0											8.3	8.5

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 8,800 10.5						2,430 2.9									7,960 9.5
	ABC TV	GENERAL HOSPITAL						EDGE OF NIGHT									ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.1						2,100 2.5									6,790 8.1
	SHARE OF AUDIENCE %	26	8.0*			8.2*		8									19
	AVG. AUD. BY ¼ HR.	% 7.8	8.2	8.4	8.2	2.6	2.5									8.0	8.1
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 7,540 9.0						3,520 4.2									9,720 11.6
	CBS TV	GUIDING LIGHT (SD)						BODY LANGUAGE									CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,030 7.2						2,930 3.5									8,210 9.8
	SHARE OF AUDIENCE %	23	7.2*			7.3*		12									22
	AVG. AUD. BY ¼ HR.	% 7.2	7.2	7.3	7.2	3.5	3.6									9.8	9.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,780 5.7															8,380 10.0
	NBC TV	MATCH GM/HOLLYWOOD SQS HR															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,270 3.9															7,120 8.5
	SHARE OF AUDIENCE %	13	3.6*			4.2*		13*									19
	AVG. AUD. BY ¼ HR.	% 3.3	3.9	4.1	4.2											8.3	8.6

TV HOUSEHOLDS USING TV	WK. 1	29.9	30.9	31.1	31.6	30.3	31.7	32.2	33.5	34.8	36.7	37.6	38.8	41.2	43.1	44.2	44.8
(See Def. 1)	WK. 2	29.5	30.8	30.9	31.5	30.3	31.7	32.1	33.3	35.0	36.8	37.6	39.2	41.3	42.7	43.2	44.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 16-20, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 14, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,010 2.4	MONCHHICHIS (SD)	3,270 3.9	RASCALS/RICHIE RICH	3,940 4.7	NEW SCOOBY & SCRAPPY DOO	3,850 4.6	PAC-MAN	4,110 4.9	RUBIK, THE AMAZING CUBE (SD)	4,020 4.8	LITTLES
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,680 2.0		2,510 3.0		3,270 3.9		3,180 3.8		3,520 4.2		3,520 4.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 1.8	2.3	21 2.7	3.2	21 3.6	4.1	18 3.8	3.8	18 4.1	4.3	17 4.1	4.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	920 1.1				1,840 2.2	CAPTAIN KANGAROO-SAT CHARLIE BROWNSHOOPY SHOW (SD)	3,100 3.7	SATURDAY SUPERCARDE			3,690 4.4	DUNGEONS AND DRAGONS (SD)	3,520 4.2	TARZAN LORD OF-JUNGLE (SD)	4,270 5.1	BUGS BUNNY/ROAD RUNNER I
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	420 .5				1,260 1.5		2,010 2.4	2.2*			2,850 3.4		2,850 3.4		3,600 4.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	8 <<	10 *	.5	7 *	16 1.2	1.7	15 2.0	16 *	2.7	15 *	16 3.2	3.5	15 3.2	18 3.6	18 4.0	4.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,430 2.9	FLINTSTONE FUNNIES (SD)	3,350 4.0	SHIRT TALES (SD)	5,030 6.0	SMURFS I	6,540 7.8	SMURFS II	7,040 8.4	SMURFS III (SD)	6,200 7.4	ALVIN AND THE CHIPMUNKS (SD)
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,840 2.2		2,600 3.1		4,020 4.8		5,450 6.5		6,290 7.5		5,360 6.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					23 1.7	2.7	22 2.8	3.4	26 4.4	30 5.2	30 6.3	6.7	32 7.6	7.4	26 6.4	6.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					1,930 2.3	MONCHHICHIS (SD)	3,270 3.9	RASCALS/RICHIE RICH	4,190 5.0	NEW SCOOBY & SCRAPPY DOO	3,600 4.3	PAC-MAN	5,030 6.0	RUBIK, THE AMAZING CUBE (SD)	4,860 5.8	LITTLES
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,590 1.9		2,510 3.0		3,520 4.2		2,930 3.5		4,110 4.9		4,020 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 1.8	2.0	21 2.7	3.3	22 3.9	4.5	15 3.4	3.6	21 4.9	5.0	19 4.7	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,260 1.5				1,930 2.3	CAPTAIN KANGAROO-SAT CHARLIE BROWNSHOOPY SHOW (SD)	4,360 5.2	SATURDAY SUPERCARDE			3,770 4.5	DUNGEONS AND DRAGONS (SD)	3,940 4.7	TARZAN LORD OF-JUNGLE (SD)	4,690 5.6	BUGS BUNNY/ROAD RUNNER I
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	670 .8				1,420 1.7		2,510 3.0	2.5*			3,350 4.0		3,350 4.0		3,850 4.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 .6	11 *	.9	14 *	17 1.4	1.9	18 2.2	18 *	3.6	19 *	18 3.8	4.2	17 3.9	4.1	19 4.3	4.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,100 2.5	FLINTSTONE FUNNIES (SD)	3,270 3.9	SHIRT TALES (SD)	5,280 6.3	SMURFS I	6,030 7.2	SMURFS II	6,700 8.0	SMURFS III (SD)	6,290 7.5	ALVIN AND THE CHIPMUNKS (SD)
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,760 2.1		2,510 3.0		4,190 5.0		5,110 6.1		5,610 6.7		5,280 6.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					20 1.9	2.3	21 2.6	3.5	27 4.6	5.3	28 6.0	6.2	29 6.6	6.8	26 6.3	6.4
TV HOUSEHOLDS USING TV		WK. 1	5.3	6.1	7.3	8.7	9.8	12.1	14.0	16.1	18.2	20.4	22.2	23.6	23.7	24.2	24.2	25.2
(See Def. 1)		WK. 2	5.9	6.4	7.7	9.3	11.2	13.1	14.5	16.7	18.3	20.1	21.4	22.5	23.5	24.4	24.7	25.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. JULY 21, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 14, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,020 4.8		{ 4,440 5.3		{ 3,850 4.6		{ 5,530 6.6	AMERICAN BANDSTAND												
	ABC TV	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS THE RANSOM OF RED CHIEF(R)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,440 4.1		{ 3,440 4.1		{ 3,180 3.8		{ 3,270 3.9	3.5*				4.3*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	16 4.1	4.2	16 4.1	4.2	14 4.0	3.5	14 3.4	13 *	3.7	4.2	16 *	4.3								
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,360 6.4		{ 5,200 6.2		{ 4,270 5.1		{ 3,690 4.4		{ 3,350 4.0		{ 1,760 2.1									
	CBS TV	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,530 5.4		{ 4,190 5.0		{ 3,520 4.2		{ 2,930 3.5		{ 2,680 3.2		{ 1,510 1.8									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	22 5.3	5.6	20 5.1	4.8	16 4.4	4.1	13 3.7	13	3.3	12 3.2	7 3.1	1.8	1.8							
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,870 7.0		{ 4,690 5.6		{ 4,360 5.2		{ 3,020 3.6				{ 5,200 6.2	{ 11,730 14.0								
	NBC TV	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR				(1) -OP	NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS BALTIMORE SAN FRANCISCO VS PITTSBURGH (1:48-4:30PM)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,280 6.3		{ 3,940 4.7		{ 3,690 4.4		{ 2,770 3.3				{ 4,610 5.5	{ 5,280 6.3			6.2*	6.4*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	25 6.3	6.4	18 4.6	4.8	16 4.4	4.5	13 3.0	13	3.6		20 5.5	21 5.5		6.2	21 *	6.4	6.3			
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,190 5.0		{ 4,190 5.0		{ 7,040 8.4	BRITISH OPEN-SAT. (12:00-2:17PM)														
	ABC TV	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,520 4.2		{ 3,350 4.0		{ 2,770 3.3	3.4*		3.0*		3.3*		3.3*		3.6*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	16 4.2	4.1	16 4.3	3.7	12 3.6	13 *	13 *	12 *	2.9	12 *	3.1	12 *	3.3	12 *	13 *	3.2				
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,370 7.6		{ 5,780 6.9		{ 4,360 5.2		{ 3,600 4.3		{ 3,440 4.1		{ 3,020 3.6									
	CBS TV	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,280 6.3		{ 4,690 5.6		{ 3,520 4.2		{ 3,020 3.6		{ 2,850 3.4		{ 2,430 2.9									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	24 6.1	6.4	22 6.1	5.2	15 4.5	4.0	13 3.6	13	3.6	13 3.3	3.5	11 2.9	3.0							
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,690 5.6		{ 3,600 4.3		{ 3,940 4.7		{ 2,680 3.2		{ 4,360 5.2	{ 13,490 16.1										
	NBC TV	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR		(2) -OP	NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS ATLANTA KANSAS CITY VS BALTIMORE MULTI-SEGMENT TELECAST(OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,110 4.9		{ 3,270 3.9		{ 3,350 4.0		{ 2,260 2.7		{ 3,850 4.6	{ 5,700 6.8		4.9*		6.3*		7.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	22 4.8	5.0	16 3.8	4.0	15 3.9	4.1	10 2.6	2.7	17 4.7	23 4.5	4.7	18 *	5.2	23 *	6.7	7.0	24 *			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.3	25.7	25.7	26.1	26.8	26.7	26.3	26.9	27.0	27.9	27.5	27.8	28.5	29.2	30.2	30.7			
		WK. 2	25.9	26.9	26.0	26.3	27.5	27.7	26.7	26.5	27.1	27.2	26.9	27.5	27.8	28.4	29.1	29.8			

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:30-1:48PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM)

For explanation of symbols, See page A.

DAY SAT. JULY 21, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 14, 1984

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,950 7.1						10,810 12.9							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			2,510 3.0						5,200 6.2						6,300 7.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			10 3.1		3.0* 2.8		3.0* 2.8		10* 3.0		17* 6.0		19* 6.7		16* 6.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					6,870 8.2										6,030 7.2	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					2,850 3.4		3.0* 3.0				3.2* 3.0		3.9* 3.6		5,030 6.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10 2.9		9* 3.1		10* 3.3		17* 3.0		11* 4.3		16* 6.2	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					7,040 8.4										5,530 6.6	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)			6.3* 21*		6.3* 21*		6.5* 21*		4.1 13		3.8* 12*		4.4* 13*		4,610 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	6.4 6.2		6.2 6.5		6.7 6.3		6.3 4.0		3.9 3.9		3.7 3.9		4.4 4.4		5.5 5.5	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					3,440 4.1				10,220 12.2							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					2,680 3.2				5,280 6.3						7,100 8.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10 3.2		3.2 3.2		18 5.3		17* 6.2		17* 6.0		18* 7.2	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					8,130 9.7										8,630 10.3	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					3,100 3.7		3.3* 10*		3.5* 11*		4.1* 12*		3.8* 11*		7,120 8.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 3.6		10* 3.0		11* 3.4		12* 3.6		11* 4.1		22* 4.0	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					11,900 14.2										(1) (SUS)	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)			7.4* 24*		8.2* 26*		6.7 19		5.8* 18*		6.7* 21*		7.0* 21*		7.0* 19*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7.2 7.5		7.9 7.9		8.4 8.4		5.8 5.8		5.9 5.9		6.5 6.9		7.0 7.0		7.3 7.3	
TV HOUSEHOLDS USING TV		WK. 1	30.7	31.1	30.9	31.0	31.5	31.9	31.8	32.6	32.7	33.8	34.5	35.8	37.9	38.8	39.0
(See Def. 1)		WK. 2	30.6	31.0	31.0	31.0	31.9	32.3	32.6	33.4	33.6	34.4	34.9	35.9	37.8	39.5	39.7

U.S. TV Households: 83,800,000

(1) NBC NIGHTLY NEWS-SAT, NBC, (6:49-7:00PM)

For explanation of symbols, See page A

DAY SAT. JULY 21, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 15, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

W

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1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1	4.6	5.3	6.0	7.3	9.3	11.5	12.5	14.0	15.3	17.2	19.6	20.2	21.2	22.6	22.8	24.3
WK. 2	4.3	5.0	5.9	6.8	8.3	10.4	12.7	14.9	16.7	17.8	18.8	19.8	21.8	22.6	23.5	24.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. JULY 22, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 15, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %) {

5,110  
6.1

← THIS WEEK-DAVID BRINKLEY →

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,270  
3.9 3.9\* 3.9\*  
14 14\* 14\*  
3.8 4.1 4.0 3.8

W

TOTAL AUDIENCE  
(Households (000) & %) {

3,440  
4.1

FOR OUR TIMES  
(SUS) FACE THE NATION

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,770  
3.3  
13  
3.3 3.3

K

1

TOTAL AUDIENCE  
(Households (000) & %) {

3,180  
3.8

MEET THE PRESS

← RELIGIOUS SERIES  
(SUS) →

7,120  
8.5

ANHEUSER BUSCH GOLF-SUN.  
(2:00-4:06PM)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,600  
3.1  
12  
3.0 3.2

3,180  
3.8 3.5\* 3.3\*

12 12\* 11\*  
3.5 3.6 3.3 3.4

TOTAL AUDIENCE  
(Households (000) & %) {

3,440  
4.1

BRITISH OPEN-SUN.  
(10:00-1:20PM)  
-OP

← THIS WEEK-DAVID BRINKLEY →  
(1:20-2:20PM)  
(OP)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4.2\* 5.0\* 5.2\* 5.7\* 1,680 1.8\* 1.8\*  
19\* 21\* 20\* 21\* 2.0 6\* 6\*  
4.1 4.2 5.1 5.0 5.0 5.3 5.4 5.9 5.5 2.7 1.9 1.8 1.8 2.0

W

TOTAL AUDIENCE  
(Households (000) & %) {

2,930  
3.5

FOR OUR TIMES  
(SUS) FACE THE NATION

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,260  
2.7  
11  
2.8 2.6

K

2

TOTAL AUDIENCE  
(Households (000) & %) {

2,430  
2.9

MEET THE PRESS

← RELIGIOUS SERIES  
(SUS) →

11,820  
14.1

MICHIGAN 500  
(2:00-6:13PM)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,010  
2.4  
9  
2.3 2.6

3,180  
3.8 2.9\* 3.3\*

11 9\* 10\*  
2.7 3.1 3.4 3.2

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

25.1	25.9	26.7	27.5	28.1	28.0	27.8	28.8	28.3	29.0	28.9	29.7	30.5	31.3	31.0	31.7	31.6
25.3	25.7	26.7	26.6	26.6	28.2	28.8	29.9	29.4	29.9	29.4	30.4	31.0	31.7	31.4	31.7	31.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY SUN. JULY 22, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 15, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

W

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E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

W

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E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1  
WK. 2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. JULY 22, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	1	8.59- 9.00PM	8.45	8,550	10.2	8,550	10.2	19	10.2								
CBS CAMPAIGN '84 MONDAY(S)	2	9.00-11.09PM	+GRID 11.00							16,760	20.0	6,870	8.2	15	8.2*	16*	8.2
NBC DECISION '84-DEM CONV-MON(S)	2	9.00-11.17PM	+GRID 11.00 11.15							15,500	18.5	5,200	6.2	12	8.1*	16*	8.1 7.4
EVENING TUESDAY																	
ABC ALL STAR BASEBALL PRE GM(S)	1	8.00- 8.17PM	+GRID 8.15	11,730	14.0	10,980	13.1	27	13.8								
ABC ALL STAR BASEBALL GAME(S)	1	8.17-11.25PM	+GRID 11.00 11.15	29,160	34.8	16,840	20.1	35	21.5 15.7								
ABC HART TO HART	2	9.00- 9.25PM	+GRID 9.15							8,210	9.8	6,790	8.1	15			8.9
ABC DEMOCRAT.CONV.TUE- 9:25PM(S)	2	9.25-11.22PM	+GRID 11.00 11.15							15,420	18.4	6,540	7.8	15	8.8*	17*	9.2 8.0
CBS CAMPAIGN '84 TUESDAY(S)	2	9.00-11.28PM	+GRID 11.00							16,930	20.2	7,120	8.5	16			8.5
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	2	8.28- 8.29PM	8.15												8.0*	16*	7.5
ABC DEMOCRAT.CONV.WED- 9:00PM(S)	2	9.00-12.07AM	+GRID 11.00 11.15 11.30 11.45 12.00	10,220	12.2	10,220	12.2	24	12.2	7,710	9.2	7,710	9.2	19			9.2
CBS NEWSBREAK-WED(B)	2	8.58- 8.59PM	8.45							21,120	25.2	7,460	8.9	17	10.7*	21*	10.8 10.6 9.9 9.3 9.2
CBS CAMPAIGN '84 WEDNESDAY(S)	2	9.00- 1.49AM	+GRID 11.00 11.15 11.30 11.45 12.00							4,860	5.8	4,860	5.8	11	9.6*	22*	5.8
										20,030	23.9	5,870	7.0	15	9.2*	23*	
															8.0*	15*	8.9 7.2 6.6 6.0 6.1
															6.3*	14*	6.1
															6.1*	16*	5.8 5.6 5.2 5.2 4.8 3.6
															5.7*	16*	
															5.2*	17*	
															4.5*	19*	
NBC DECISION '84-DEM CONV-WED(S)	2	9.00-11.11PM	+GRID 11.00							14,830	17.7	6,200	7.4	14	8.1*	15*	8.1

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%		
EVENING THURSDAY CBS CAMPAIGN '84 THURSDAY(S)	2	8.30-11.14PM	11.00								17,260	20.6	7,210	8.6 16 8.0* 15*	8.0		
EVENING FRIDAY ABC ABC FRIDAY NIGHT BASEBALL(S)	1	8.13-11.07PM	11.00	15,840	18.9	6,700	8.0 17 9.5* 19*	8.9					5,280	6.3	5,530	6.6 16	
ABC ABC FRIDAY NIGHT BSBL PRE(S)	2	8.00- 8.14PM	11.00														
ABC ABC FRIDAY NIGHT BSBL-PRE(S)	1	8.00- 8.13PM	11.00	5,700	6.8	5,700	6.8 17				15,590	18.6	6,790	8.1 16			
ABC ABC FRIDAY NIGHT-BASEBALL(S)	2	8.14-11.10PM	11.00														
NBC NBC NEWS DIGEST-2-M-F	2	10.01-10.02PM	10.00								9,970	11.9	9,970	11.9 23	5.8* 11*	5.8	11.9
EVENING SATURDAY ABC ABC SPORTS UPDATE-SAT		8.57- 8.59PM	8.45	9,130	10.9	8,550	10.2 24	10.2			10,220	12.2	9,640	11.5 25		11.5	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	10,390	12.4	10,390	12.4 26	12.4			10,890	13.0	10,890	13.0 26		13.0	
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	4,020	4.8	4,020	4.8 11	4.8			5,780	6.9	5,780	6.9 14		6.9	
NBC NBC NEWS DIGEST-SAT	2	9.09- 9.10PM	9.00								6,790	8.1	6,790	8.1 17		8.1	
		8.58- 8.59PM	8.45	5,610	6.7	5,610	6.7 16	6.7									
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	4,610	5.5	4,610	5.5 11	5.5									
EVENING SUNDAY ABC ABC SPORTS UPDATE-SUN	1	7.58- 7.59PM	7.45	7,040	8.4	7,040	8.4 18	8.4			8,800	10.5	8,630	10.3 22		10.3	
ABC ABC NEWSBRIEF-SUN.	2	8.28- 8.30PM	8.15														
	1	9.44- 9.45PM	9.30	7,630	9.1	7,630	9.1 17	9.1			8,970	10.7	8,970	10.7 20		10.7	
CBS NEWSBREAK-SUN.	2	10.03-10.04PM	10.00								6,370	7.6	6,370	7.6 15		7.6	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	8,800	10.5	8,800	10.5 21	10.5			9,390	11.2	9,390	11.2 22		11.2	
NBC NBC NEWS DIGEST-2-SUN.	2	9.59-10.00PM	9.45	9,470	11.3	9,470	11.3 22	11.3			9,890	11.8	9,890	11.8 22		11.8	
EVENING MONDAY-FRIDAY ABC ABC NEWSBRIEF-M-F		>	8.00 8.15 8.45 9.45 10.00	9,640	11.5	9,550	11.4 21	7.0 13.4 12.3	M-F TU & F MWTH		6,700	8.0	6,700	8.0 16	6.4 8.4 9.3	W-F WED. THU.	
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,620	7.9	5,110	6.1 17	7.0 5.6 3.4	W-F W-F FRI.		7,120	8.5	5,450	6.5 18 6.7* 18* 5.4* 17*	7.1 6.2 5.4	M & TH M & TH THU.	
ABC VIEWPOINT(S)	1	11.30- 1.28AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00	8,460	10.1	4,360	5.2 19 6.1* 17*	6.4 5.8 5.5 5.0 4.9 4.6 4.5	MON. MON. MON. MON. MON. MON. MON.								
CONT'D																	

CONT'D

A-42 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC VIEWPOINT(S)-CONT'D			1.15					4.5* 24*	4.4	MON.									
ABC ABC NEWS:NIGHTLINE-TUE(B)	1	11.56-12.26AM	11.45	4,690	5.6	4,020	4.8	16	5.9	TUE.		5,780	6.9	4,690	5.6	18	5.7	TUE.	
	2	11.52-12.28AM	11.45														5.7	TUE.	
			12.00						4.9	TUE.							5.7	TUE.	
			12.15						4.3	TUE.						5.6*	18*	5.4	TUE.
ABC ABC ROCKS	1	12.09-12.40AM	12.00	2,180	2.6	1,510	1.8	6	2.1	FRI.									
			12.15						1.9	FRI.									
			12.30						1.4	FRI.									
ABC EYE ON HOLLYWOOD	1	>	12.00	2,350	2.8	1,760	2.1	7	2.4	W&TH									
			12.15						2.0	W&TH									
			12.30						2.0	THU.									
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.17-12.47AM	12.15									7,370	8.8	5,870	7.0	24	7.5	FRI.	
			12.30														6.7	FRI.	
			12.45														6.5	FRI.	
CBS NEWSBREAK-M-F		>	8.45	8,380	10.0	8,210	9.8	19	10.0	M-F		7,460	8.9	7,630	9.1	17	8.6	MTUF	
CBS LATE MOVIE I		>	11.30	7,290	8.7	4,530	5.4	17	5.8	M-F		5,110	6.1	3,520	4.2	16	5.2	M-F	
			11.45					5.7*	16*	M-F						5.1*	14*	5.1	MTUTHF
			12.00						5.4	M-F								4.8	MTUTHF
			12.15					5.3*	18*	M-F						4.8*	16*	4.8	MTUTHF
			12.30					5.2*	21*	M-F							4.8	MTUTHF	

			12.45														4.7* 20*	4.6	MTUTHF
			1.00														4.3* 24*	4.3	TUE.
			2.15														1.9* 14*	1.9	WED.
			2.30															1.5	WED.
			2.45														1.5* 13*	1.5	WED.
			3.00															1.4	WED.
			3.15														1.4* 16*	1.4	WED.
	VARIOUS TIMES	(SUS)																	
CBS LATE MOVIE II	>		12.30	4,270	5.1	3,180	3.8	19	4.1	M-F		3,440	4.1	2,600	3.1	19	4.3	M-F	
			12.45					3.9*	18*	M-F						4.0*	17*	4.0	MTHF
			1.00						3.8	M-F								3.8	MTUTHF
			1.15					3.7*	21*	M-F						3.5*	19*	3.4	MTUTHF
			1.30						3.1	M & W								3.1	MTUTH
			1.45													3.3*	25*	3.7	MTUTH
			2.00															3.7	TUE.
			3.15															1.3	WED.
			3.30															1.2	WED.
			3.45													1.2*	17*	1.1	WED.
			4.00															.9	WED.
			4.15													.9*	16*	.8	WED.
	VARIOUS TIMES	(SUS)																	
CBS CBS NEWS NIGHTWATCH-1	>		2.00	1,170	1.4	1,010	1.2	13	1.3	M-THSU		1,260	1.5	1,010	1.2	13	1.4	MTHSU	
			2.15						1.1	M-THSU							1.3	MTHSU	
CBS CBS NEWS NIGHTWATCH-2	2.30-6.00AM	-GRID		1,760	2.1	670	.8	17		M-THSU		1,840	2.2	840	1.0	21		M-THSU	
			2.30						1.2	M-THSU								1.6	MTUTHS
			2.45					1.2*	17*	M-THSU						1.5*	20*	1.4	MTUTHS
			3.00						1.0	M-THSU								1.3	MTUTHS
			3.15					.9*	16*	M-THSU						1.2*	20*	1.2	MTUTHS



				WEEK 1					WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D			3.30						.8	M-THSU						1.2	MTUTHS		
CBS CBS NEWS NIGHTWATCH-2-CONT'D			3.45						.8	M-THSU					1.2*	23*	1.1	MTUTHS	
			4.00						.7	M-THSU							1.0	MTUTHS	
			4.15						.7*	17*					1.0*	23*	1.0	MTUTHS	
			4.30						.6	M-THSU							.9	M-THSU	
			4.45						.6	M-THSU					.8*	22*	.8	M-THSU	
			5.30						.6	M-THSU							.9	M-THSU	
			5.45						.6*	15*					.8*	24*	.9	M-THSU	
NBC NBC NEWS DIGEST-M-F	2	>	8.30								8,040	9.6	8,040	9.6	19	9.9	MTUWF		
	1	8.58- 8.59PM	8.45	8,300	9.9	8,300	9.9	20	9.9	M-F						8.6	MTUWF		
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	8,630	10.3	8,630	10.3	18	10.3	TU&TH									
NBC DECIS'84-DEM CONV-TU-LATE(S)	2	11.30-11.57PM	11.30								6,790	8.1	5,530	6.6	15	7.1	TUE.		
			11.45													5.9	TUE.		
NBC DECIS'84-DEM CONV-WE-LATE(S)	2	11.43- 2.00AM	11.30								9,890	11.8	4,190	5.0	15	7.1	WED.		
			11.45												5.8*	13*	5.7	WED.	
			12.00														5.5	WED.	
			12.15												5.5*	14*	5.6	WED.	
			12.30														6.0	WED.	
			12.45												5.9*	16*	5.8	WED.	
			1.00													5.8	WED.		
			1.15													5.0*	16*	4.2	WED.
			1.30														3.4	WED.	
			1.45													3.0*	14*	2.5	WED.
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,300	11.1	5,530	6.6	20	7.5	M-F	7,960	9.5	4,530	5.4	17	6.6	MTUTHF		
			11.45					7.2*	20*	M-F					6.2*	16*	5.8	MTUTHF	
			12.00						6.4	M-F						5.7	MTUTHF		
			12.15					6.0*	21*	M-F					5.3*	17*	4.9	MTUTHF	
			12.30						5.6								4.4	M & TU	
			12.45												4.2*	18*	3.6	M & TU	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,350	4.0	2,850	3.4	15	3.7	M-TH	2,850	3.4	2,260	2.7	14	3.4	MTUTH		
			12.45						3.2	M-TH							2.8	MTUTH	
			1.00														2.5	M & TU	
			1.15														2.2	M & TU	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,700	8.0	3,270	3.9	19	5.2	FRI.	5,360	6.4	2,850	3.4	15	3.7	FRI.		
			12.45					4.8*	19*	FRI.					3.9*	15*	4.0	FRI.	
			1.00						3.8	FRI.							3.7	FRI.	
			1.15					3.9*	19*	FRI.					3.4*	16*	3.0	FRI.	
			1.30						3.5	FRI.							3.1	FRI.	
			1.45					3.1*	19*	FRI.					2.8*	16*	2.6	FRI.	
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,510	3.0	2,010	2.4	14	2.7	M-TH	2,010	2.4	1,680	2.0	13	2.4	MTUTH		
			1.15						2.2	M-TH							2.0	MTUTH	
			1.30														2.0	M & TU	
			1.45														1.5	M & TU	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	920	1.1	920	1.1	16	1.1	M-F	1,010	1.2	920	1.1	19	1.1	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,760	2.1	1,590	1.9	19	1.9	M-F	1,510	1.8	1,510	1.8	20	1.8	M-F		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC SPECIAL REPORT-1.00P(SUS)	1	1.00- 1.24PM	1.00							THU.									
ABC ABC DAYTIME NEWSBRIEF-M-F		2.57- 2.59PM	2.45	6,700	8.0	6,540	7.8	27	7.8	M-F		6,030	7.2	5,870	7.0	24	7.0	M-F	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,510	1.8	1,170	1.4	19	1.3 1.5	M-F M-F		1,420	1.7	1,090	1.3	20	1.2 1.3	M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,540	7.8	6,290	7.5	28	7.5	M-F		7,290	8.7	7,040	8.4	31	8.4	M-F	
CBS CBS NEWS SPECIAL REPORT(SUS)	1	1.00- 1.24PM	1.00							THU.									
CBS YOUNG AND THE RESTLESS(B)	1	1.00- 1.24PM	1.00 1.15	3,770	4.5	3,520	4.2	14	4.1 4.3	THU. THU.									
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,200	6.2	4,860	5.8	19	5.8	M-F		4,940	5.9	4,690	5.6	18	5.6	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,340	1.6	920	1.1	12	.9 1.3	M-F M-F		1,090	1.3	750	.9	11	.7 1.0	M-F M-F	
NBC DAYS OF OUR LIVES(B)	1	1.00- 1.23PM	1.00 1.15	2,350	2.8	2,260	2.7	8	2.6 2.8	THU. THU.									
NBC NBC SPECIAL REPORT(SUS)	1	1.00- 1.23PM	1.00							THU.									
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,690	4.4	3,690	4.4	15	4.4	M-F		3,850	4.6	3,850	4.6	16	4.6	M-F	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,260	2.7	1,930	2.3	21	2.3			1,930	2.3	1,760	2.1	19	2.1		

ABC MENU DO-10:25AM	10.25-10.29AM	10.15	3,850	4.6	3,350	4.0	17	4.0			4,690	5.6	4,190	5.0	21	5.0		
ABC MENU DO-11:55AM	11.55-11.59AM	11.45	4,190	5.0	3,440	4.1	16	4.1			3,440	4.1	3,020	3.6	14	3.6		
CBS IN THE NEWS- 8.26AM	8.26- 8.29AM	8.15	1,590	1.9	1,510	1.8	15	1.8			1,840	2.2	1,590	1.9	14	1.9		
CBS IN THE NEWS- 9.56AM	9.56- 9.59AM	9.45	2,850	3.4	2,510	3.0	13	3.0			3,850	4.6	3,440	4.1	18	4.1		
CBS IN THE NEWS-10.26AM	10.26-10.29AM	10.15	3,270	3.9	3,020	3.6	15	3.6			3,440	4.1	3,020	3.6	15	3.6		
CBS IN THE NEWS-11.56AM	11.56-11.59AM	11.45	4,110	4.9	3,690	4.4	17	4.4			4,360	5.2	3,940	4.7	18	4.7		
CBS IN THE NEWS-12.26PM	12.26-12.29PM	12.15	3,020	3.6	2,770	3.3	12	3.3			3,440	4.1	3,020	3.6	13	3.6		
CBS IN THE NEWS-12.56PM	12.56-12.59PM	12.45	2,850	3.4	2,510	3.0	11	3.0			3,020	3.6	2,680	3.2	12	3.2		
CBS IN THE NEWS- 1.26PM	1.26- 1.29PM	1.15	2,510	3.0	2,260	2.7	10	2.7			3,180	3.8	2,770	3.3	12	3.3		
NBC ONE TO GROW ON-8:28AM	8.28- 8.30AM	8.15	2,510	3.0	2,350	2.8	26	2.8			2,260	2.7	2,100	2.5	22	2.5		
NBC ONE TO GROW ON-8:58AM	8.58- 9.00AM	8.45	2,930	3.5	2,930	3.5	23	3.5			3,270	3.9	3,020	3.6	23	3.6		
NBC ONE TO GROW ON-10:28AM	10.28-10.30AM	10.15	6,120	7.3	5,870	7.0	30	7.0			5,700	6.8	5,530	6.6	28	6.6		
NBC ONE TO GROW ON-10:58AM	10.58-11.00AM	10.45	5,780	6.9	5,530	6.6	27	6.6			4,940	5.9	4,780	5.7	23	5.7		
NBC ONE TO GROW ON-12:20PM	12.28-12.30PM	12.15	3,690	4.4	3,600	4.3	16	4.3			3,440	4.1	3,440	4.1	15	4.1		
NBC NBC MAJOR LEAGUE PRE GAME	2 1.00- 1.18PM	-GRID 1.15									4,360	5.2	3,850	4.6	17		4.2	
NBC NBC MAJOR LEAGUE BASEBALL	2 1.18- 4.13PM	-GRID 4.00 4.15 4.30									13,490	16.1	5,700	6.8 8.3*	23 26*	8.5 1.9 <<		
NBC NBC MAJOR LEAGUE PRE GAME	1 1.30- 1.48PM	-GRID 1.45	5,200	6.2	4,610	5.5	20		5.6									
NBC NBC MAJOR LEAGUE GAME-2 CONT'D	2 4.09- 6.51PM	-GRID									11,900	14.2	5,610	6.7	19			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
NBC NBC MAJOR LEAGUE GAME-2-CONT'D			6.45 7.00											5.8*	15*	4.6 <<	
NBC NBC NIGHTLY NEWS-SAT(SUS)	2	6.49- 7.00PM	6.45														
DAY SUNDAY																	
ABC BRITISH OPEN-SUN.(S)	2	10.00- 1.20PM	-GRID 1.15								10,560	12.6	3,850	4.6 5.3*	19 19*	5.0	
NBC ANHEUSER BUSCH GOLF-SUN.(S)	1	2.00- 4.06PM	-GRID 4.00	7,120	8.5	3,180	3.8 4.8*	12 15*	4.8								

# Correction Notice

A.C. Nielsen Company

Nielsen Plaza  
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1290 Avenue of the Americas  
New York, NY 10104  
(212) 708-7500

70 Willow Road  
Menlo Park, CA 94025  
(415) 321-7700

December 21, 1984

## NIELSEN NATIONAL TV RATINGS REPORTS

### 1ST REPORTS FOR AUGUST AND SEPTEMBER 1984

Estimates of Total Audiences for the Democratic and Republican Conventions for 1984 and 1980 were incorrectly reported in the NTI Bulletins included with the above reports. The following are the corrected data:

#### DEMOCRATIC CONVENTION

	U.S. TV Households			
	July 16-19, 1984		August 11-14, 1980	
	Percent	Millions	Percent	Millions
Total Audience	73.2	61.3	81.5	62.2

#### REPUBLICAN CONVENTION

	August 20-23, 1984		July 14-17, 1980	
	Percent	Millions	Percent	Millions
Total Audience	69.8	58.5	77.4	59.1

All other data are correct as reported.



# Bulletin

A.C. Nielsen Company

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August 17, 1984

## DEMOCRATIC NATIONAL CONVENTION VIEWED BY 75.5 MILLION U.S. HOUSEHOLDS

63.9  
61.3

As it has done each Presidential election year since 1952, NTI provides estimates of the audiences reached by the combined facilities of the national television networks for the National Conventions of the Democratic and Republican parties.

The Democratic Convention met for four days starting Monday, July 16. Overall audience estimates of this year's convention compared with those of 1980 and 1976 are as follows:

U.S. TV HOUSEHOLDS						
	July 16-19, 1984 (12.9 hours)		August 11-14, 1980 (24.1 hours)		July 12-15, 1976 (30.8 hours)	
	Percent	Millions	Percent	Millions	Percent	Millions
Total Audience	73.2 <del>76.2</del>	61.3 <del>63.9</del>	81.5	62.2		
	98.1	75.5	87.1	66.5	88.5	61.6
Average Audience	19.1	16.0	18.2	13.9	16.6	11.6

Highest audience for any individual half-hour during the convention was at 10:30-11:00pm on Tuesday, during Rev. Jesse Jackson's speech, when 26.3% of U.S. TV Households (22 million homes) were tuned in.

Times for selected key events during the convention are indicated in the following listing:

DAY AND DATE	N.Y. TIME (approx.)	DESCRIPTION
Monday July 16	9:37 -9:51 10:04-10:43	Former President Jimmy Carter Keynote Address by Gov. Mario Cuomo
Tuesday July 17	9:23 -9:39 10:05-10:55	Thomas "Tip" O'Neill Rev. Jesse Jackson

continued....

Wednesday  
July 18

9:22-10:00  
12:13 -1:10am

Gary Hart  
Balloting for  
Presidential Nomination

Thursday  
July 19

8:37-9:04  
9:39 -9:58  
10:01-10:34

Geraldine Ferraro's  
Acceptance Speech  
Sen. Edward Kennedy  
Walter Mondale's  
Acceptance Speech

The following tables provide audience estimates for households and selected persons categories by half-hours.

DEMOCRATIC NATIONAL CONVENTION JULY 16-19, 1984

AVERAGE AUDIENCE ESTIMATES BY HALF-HOUR

START TIME	NO. OF NETWORKS	KEY	HOUSE-	TOTAL	WOMEN			MEN			TOTAL	TOTAL
			HOLDS	PERSONS 2+	TOTAL	18-49	55+	TOTAL	18-49	55+	TEENS	CHILDREN
MONDAY 7/16												
9:00PM	3	A	20.7	12.1	15.1	11.5	23.6	12.8	8.6	21.7	8.0	5.4
		B	17.3	26.8	13.2	6.3	6.4	10.1	4.6	4.9	1.7	1.8
9:30PM	3	A	19.2	11.7	14.5	10.5	23.5	12.8	10.0	19.0	8.2	3.9
		B	16.1	25.8	12.7	5.8	6.3	10.1	5.3	3.9	1.8	1.2
10:00PM	3	A	21.3	11.6	14.0	9.7	23.9	14.3	10.8	22.6	4.1	3.6
		B	17.8	25.5	12.2	5.3	6.4	11.3	5.8	4.6	.9	1.3
10:30PM	3	A	21.6	11.8	13.6	8.8	24.1	13.5	9.6	23.3	6.7	5.9
		B	18.1	25.9	11.9	4.8	6.5	10.6	5.1	4.8	1.4	1.8
11:00PM	2	A	12.2	6.6	8.6	6.2	13.3	7.6	6.2	11.4	2.8	1.5
		B	10.2	14.6	7.5	3.4	3.6	6.0	3.3	2.3	.6	.5
TUESDAY 7/17												
9:00PM	2	A	16.5	8.7	11.3	6.7	21.1	9.8	7.7	15.1	1.5	3.6
		B	13.9	19.1	9.9	3.7	5.7	7.7	4.1	3.1	.3	1.2
9:30PM	3	A	23.3	13.4	16.6	12.1	26.3	14.6	11.8	22.2	6.0	6.9
		B	19.5	29.6	14.5	6.7	7.1	11.5	6.3	4.5	1.3	2.3
10:00PM	3	A	24.4	14.2	17.7	12.5	28.2	16.6	12.9	26.5	6.3	3.8
		B	20.4	31.2	15.5	6.9	7.6	13.1	6.9	5.4	1.4	1.2
10:30PM	3	A	26.3	15.7	19.1	13.4	30.5	18.7	14.2	28.8	8.0	4.6
		B	22.0	34.6	16.7	7.4	8.2	14.7	7.5	5.9	1.7	1.5
11:00PM	3	A	14.8	8.2	9.7	6.3	16.3	9.4	7.0	14.3	3.6	4.5
		B	12.4	18.1	8.5	3.5	4.4	7.4	3.7	2.9	.9	1.5
11:30PM	1	A	6.6	3.0	3.9	2.2	7.7	3.4	2.5	5.7	1.7	.6
		B	5.5	6.7	3.4	1.2	2.1	2.7	1.4	1.2	.4	.2

KEY: A = Percent  
B = Millions

DEMOCRATIC NATIONAL CONVENTION JULY 16-19, 1984

AVERAGE AUDIENCE ESTIMATES BY HALF-HOUR

START TIME	NO. OF NETWORKS	KEY	HOUSE-	TOTAL	WOMEN			MEN			TOTAL	TOTAL
			HOLDS	PERSONS 2+	TOTAL	18-49	55+	TOTAL	18-49	55+	TEENS	CHILDREN
WEDNESDAY 7/18												
9:00PM	3	A	22.4	13.8	17.2	10.9	29.9	15.7	13.5	22.3	5.6	5.9
		B	18.8	30.5	15.0	6.0	8.0	12.4	7.2	4.6	1.2	1.9
9:30PM	3	A	22.5	13.3	17.3	10.5	31.9	15.2	12.1	23.4	5.0	3.4
		B	18.9	29.3	15.1	5.8	8.6	12.0	6.5	4.8	1.1	1.1
10:00PM	3	A	24.2	13.9	18.2	11.0	32.2	16.0	12.0	26.4	5.6	3.1
		B	20.3	30.7	15.9	6.0	8.7	12.6	6.4	5.4	1.2	1.0
10:30PM	3	A	24.5	14.9	19.0	12.5	31.1	17.3	13.1	27.3	5.5	4.2
		B	20.5	32.8	16.6	6.9	8.4	13.6	7.0	5.6	1.2	1.4
11:00PM	3	A	21.5	12.1	15.0	9.1	25.3	15.0	11.5	24.9	5.2	1.6
		B	18.0	26.6	13.1	5.0	6.8	11.8	6.1	5.1	1.2	.5
11:30PM	3	A	19.0	10.4	12.7	7.8	22.0	13.1	10.2	21.7	5.9	1.0
		B	15.9	23.0	11.1	4.3	5.9	10.3	5.4	4.5	1.3	.3
12:00MD	3	A	13.7	6.3	7.8	4.3	14.5	7.7	6.0	12.6	3.9	.2
		B	11.5	13.8	6.8	2.3	3.9	6.1	3.2	2.6	.8	.1
12:30AM	2	A	11.4	4.9	5.9	3.2	10.6	6.3	5.3	9.2	2.7	LT
		B	9.6	10.8	5.2	1.8	2.9	5.0	2.8	1.9	.6	LT
1:00AM	2	A	10.2	4.6	5.2	3.5	7.5	6.4	5.8	8.1	1.8	LT
		B	8.6	10.1	4.6	1.9	2.0	5.1	3.1	1.7	.4	LT
1:30AM	2	A	7.8	3.3	4.0	2.8	5.3	4.5	3.8	5.8	1.1	LT
		B	6.5	7.3	3.5	1.6	1.4	3.6	2.0	1.2	.2	LT
THURSDAY 7/19												
8:30PM	3	A	19.9	11.5	14.7	9.0	26.0	10.7	7.9	17.7	7.7	7.3
		B	16.7	25.3	12.8	5.0	7.0	8.4	4.2	3.6	1.7	2.4
9:00PM	3	A	21.6	12.6	16.3	10.9	28.2	13.5	10.9	19.9	7.2	4.1
		B	18.1	27.8	14.2	6.0	7.6	10.7	5.8	4.1	1.6	1.3
9:30PM	3	A	23.6	12.9	17.4	11.0	31.4	14.0	10.3	22.4	6.0	3.0
		B	19.8	28.5	15.2	6.0	8.5	11.0	5.5	4.6	1.3	1.0
10:00PM	3	A	24.9	13.4	17.3	11.8	29.5	15.3	11.4	23.4	7.9	1.8
		B	20.9	29.4	15.1	6.5	7.9	12.1	6.1	4.8	1.7	.5
10:30PM	3	A	22.6	11.9	15.2	9.7	27.3	13.8	10.6	20.6	7.2	1.4
		B	18.9	26.2	13.3	5.3	7.4	10.9	5.6	4.2	1.5	.5
11:00PM	1	A	8.0	3.9	5.4	2.7	11.2	4.2	3.2	7.5	.6	1.2
		B	6.7	8.6	4.8	1.5	3.0	3.3	1.7	1.5	.1	.4